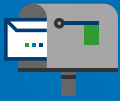


Expand your reach with the **ADA Dentist Database**

REACH THE TARGET DENTISTS YOU WANT

When it comes to reaching the right prospects for your message, **ADA offers the most complete and current contact data available in dentistry.** Choose from **mailing lists, email lists and non-contact lists** and **customized data sets** to meet your marketing needs. From demographics to contact data, advanced options ensure you can *easily* tailor lists to maximize ROI and reach your business goals.

MAILING
LISTS



COMBO LISTS



EMAIL
LISTS



NON-CONTACT
LISTS



ADA'S DATA IS **UNMATCHED!**



EXPANSIVE

Includes *all* U.S. dentists (**250,000+**)



DEEP

A wealth of data points and customizable filtering options



FRESH

Contacts are updated frequently via membership renewals, licensing renewals, ADA credentialing services, product and service offerings and NCOA updates among several other touchpoints

REQUEST YOUR QUOTE TODAY!

Contact us to discuss which options best meet your needs!

ADASales@BroadcastMed.com

Please note that the ADA Dentist Database has restrictions that may vary based on the type of data and intended purpose. It is important to carefully review your license agreement before using the ADA Dentist Database to ensure compliance with the license restrictions. ADA does not provide data to third-party brokers. Clients are advised to be cautious of other entities that may sell fraudulent lists.

BroadcastMed is the exclusive sales agent for the ADA Dentist Database.

What you can do with ADA Dentist Database

SOLUTIONS THAT WILL ADVANCE YOUR BUSINESS OBJECTIVES



LEAD GENERATION

Harness the power of our comprehensive database to identify and engage potential leads. Fuel your sales pipeline with qualified prospects and nurture them into loyal customers with personalized communication.



DIGITAL MARKETING TARGETING

Maximize the effectiveness of your digital marketing efforts by precisely targeting your audience segments. Deliver tailored messages across various online platforms to **drive engagement and conversions**.



DIRECT MAIL

Capture the attention of your target audience with impactful direct mail campaigns. Utilize our database to **create highly targeted mailing lists**, ensuring your messages reach the right recipients at the right time.



PRODUCT LAUNCH/AWARENESS

Leverage the ADA Dentist Database to build anticipation and **generate buzz among your target market**. Drive awareness and excitement to ensure a successful launch.



EVENT REGISTRATION

Streamline your event registration process by reaching out to relevant audience segments. Increase attendance and engagement by **targeting potential attendees** based on their interests and demographics.



DRIP EMAIL MARKETING

Stay top-of-mind with your audience through strategic drip email campaigns. Utilize our database to send **targeted messages at optimal intervals**, nurturing leads and driving conversions.



MARKET INTELLIGENCE

Gain insight into **market trends, consumer behavior, and competitor activities**. Tap into the ADA Dentist Database to access up-to-date information that will drive business growth.



QUALITATIVE RESEARCH (RECRUITMENT)

Recruit participants for qualitative research studies with ease. Leverage the ADA Dentist Database to identify and **engage individuals who fit your research criteria**, ensuring valuable insights for your projects.



QUANTITATIVE RESEARCH

Conduct quantitative research projects efficiently and effectively. Access our extensive database to **gather data, analyze trends, and draw actionable conclusions** that drive informed decision-making.



APPEND EXISTING DATABASE

Enhance the quality and completeness of your existing database by appending missing information. Utilize our database to **fill in gaps, update records, and ensure the accuracy** of your data information.

Verified Circulation (Publishers): For publishers, ensure your content reaches the right audience with verified circulation. Utilize the ADA Dentist Database to **target subscribers and readers** who align with your publication's demographics and interests.

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Choose your data

UNMATCHED DATA INTEGRITY; CHOSE YOUR OWN CUSTOMIZED DATA SETS!

The ADA Dentist Database empowers users with its wide coverage, profound insights, and up-to-date information via updated member information and other sources, enabling them to implement precise engagement strategies and confidently navigate the dental industry.

SAMPLE AUDIENCE SETS:

- Dentists **249,000+**
- Practice owners **112,000+**
- New dentists (<10 years) **50,000+**
- Students **22,000+**
- Hygienists **40,000+**

SAMPLE DATA POINTS

- Active
- Practice type and practice size
- Specialty
- DSO status

CUSTOMIZABLE LISTS

Base data: ADA Member ID, name, preferred postal address or e-mail

Additional fields available and filtered upon request

- Retired or student status
- Practice type
- Region
- Specialty
- Age
- DSO status
- Year in school
- Practice size
- Custom fields based on HPI/ADA Data
- And more!

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Licensing Options

Invest in quality leads and maximize your reach. Go straight to the #1 dental source, the **ADA Dentist Database**.



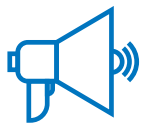
DIRECT MAIL LICENSE ADA'S MAILING LIST

Use direct mailings to reach dental professionals or practice locations. Promote your product or events through postcards, brochures, flyers, catalogs, coupons, samples, event invitations and more. For publishers/circulation directors: supplement your subscriptions with verified lists for audit.

FEATURES:

- Customizable lists
- Ability to incorporate QR codes, personal URLs, discount codes, or more to track results

**Average of 3,220 updated or new mailing addresses each month (~38,640 annual updates)*



DATA LICENSING (FOR CONTACT) LICENSE QUALITY DATA AND MAXIMIZE YOUR REACH

License ADA's Database for your company's use and gain access to customizable lists and segmentation. Integrate and manage with your own marketing campaign(s):

- Drip marketing
- Lead nurture
- Lead generation
- Awareness
- Product Launch
- Append existing customer and lead data sets
- Market Intelligence — Qualitative and/or Quantitative

**Average of 2,225 updated or new email addresses each month (~26,700 annual updates)*

**All licensing agreements are subject to ADA's Terms and Conditions*



DATA LICENSING (NON-CONTACT) APPEND ADA DATA TO YOUR EXISTING DATABASE

License ADA's Database for non-contact use. Leverage ADA's data to build look-alike campaigns, append your customer profiles or lead funnel, support business intelligence and research projects, and more.

**Excludes e-mail and personal contact information. All licensing agreements are subject to ADA's Terms and Conditions.*



TARGETED E-MAIL MARKETING MAXIMIZE YOUR REACH TO DENTAL PROFESSIONALS

Leverage the ADA Dentist Database for email marketing fulfilled by BroadcastMed, so you don't have to worry about opt-outs or ESP reputation. Use to promote lead generation, product awareness, brand education, surveys, event registration, product launches and more.

FEATURES:

- Customizable lists and segmentation
- Provided metric reports
- Highly efficient rates based on frequency

Contact us to discuss which options best meet your needs!

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ADA does not provide data to third-party brokers. Clients are advised to be cautious of other entities that may sell fraudulent lists.