

WORTH SAVING Campaign Update

Successful Satellite Media Tour: May 2021

- 20+ Total Interviews
- 384 Broadcast TV Interviews Aired
- 448 Radio Interviews Aired
- 370 Online Video Distribution
- 1,201 Total Placements
- 25,867,677 Total Impressions



TRENDING UP: Explosive Digital Campaign Performance in FY 20-21

- 2,000,013 Patient Website Users (up 68% year over year)
- 69,788 FindMyEndodontist.com Users (up 40% year over year)

Tooth Pain Paid Media

- 9,500,016 Impressions (up 168% year over year)
- 75,050 Clicks (up 71% year over year)

Before Tooth Pain Activations

- 3,012 Media Outlets (up 139% year over year)
- 855,000,173 Audience Reach (up 142% year over year)



Social Media Highlights

- Hundreds of new followers and fans across Facebook, Instagram, LinkedIn and Twitter, PLUS...
- Save Your Tooth Month Social Media Movers and Shakers, Class of 2021!

Visit connection.aae.org to view our 18 honorees!



Learn more at [aae.org/worthsaving](https://www.aae.org/worthsaving)