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This winter' report from the COC brings great joy of much success in our efforts to increase consumer awareness of orthodontics as a specialty and the value of choosing an AAO orthodontist as your provider. The CAP (Consumer Awareness Program) has been utilized to purchase and create new advertisements and creative productions for the purposes of promoting the AAO to the public. In the last two years the CAP has utilized social media as the vehicle for getting our message out.

Many of our members have asked. "What is happening with the CAP, and what is it really doing to bring patients into our practices?" So, here is the year in review.

1.4 BILLION (yes with a B) AAO ad's were viewed this year!
3.3 million direct clicks to the AAO website resulted from those views
100 million unique people viewed AAO ads
8 million search listings displayed AAO content
8.9 million page views of the AAO Consumer Website
75 thousand consumers used the AAO website Doctor Locator!!

The AAO has traditionally used website traffic as an indicator of the CAP effectiveness, here is the summary of 2018 AAO website traffic.

5,751,518 unique users – 296% increase over 2017
7,491,818 user sessions- 311% increase over 2017
8,969,144 different page views- 325% increase over 2017
1minute 8sec average session duration- 128% increase over 2017
73% bounce rate- 16% decrease from 2017