

April 17, 2018  
Dr. Aron Dellinger  
GLAO COC council representative

### **News from the COC for spring 2018...**

Katie Maassen director of marketing for the AAO recently sent the following email to AAO leadership. Her spirit and enthusiasm for the CAP and what is happening at the COC is amazing, and I wanted to share her report with you all:

“Exciting update....

As we continue to monitor this fiscal year (18) versus the prior fiscal year (17) in relation to CAP results and effectiveness, our consumer website traffic growth trend continues. March 2018 is officially our highest month to-date (new record!) at over 825k unique views.

Below is a dashboard comparing year-over-year total numbers for FY18 vs FY17 - only months completed to-date, of course (June – March).

Total consumer website page views so far in FY18 are over 4 million – and at this same time in FY17 they were only at 350k. Woo!

Website traffic is ultra-important to any modern marketing program – and any increases or decreases really speak volumes about campaign effectiveness and reach. When consumers want something, they pick up their smartphone and research it online. So far this fiscal year, we’ve reached over 52 million unique people an average of 7-8 times each with CAP ads – and it’s no wonder about 3 million of them have personally visited the AAO’s website to view more of our educational content and search for AAO members on our site locator. We are educating the masses!

There will be more extensive reporting on the fiscal year as we wrap it up included in both the upcoming HOD and BOT reports from the COC.

Please let me know if you have any questions. Happy to help.

Thanks!  
Katie”

## Audience Overview

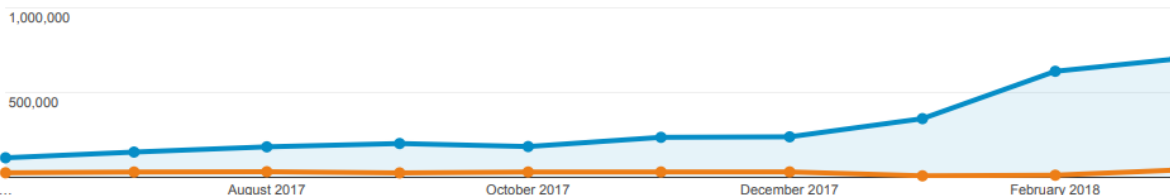
All Users  
+0.00% Users

Jun 1, 2017 - Mar 31, 2018  
Compare to: Jun 1, 2016 - Mar 31, 2017

### Overview

Jun 1, 2017 - Mar 31, 2018: ● Users

Jun 1, 2016 - Mar 31, 2017: ● Users



Users

1,055.74%  
2,826,128 vs 244,529



New Users

1,052.13%  
2,808,508 vs 243,766



Sessions

1,134.02%  
3,528,538 vs 285,938



Number of Sessions per User

6.77%  
1.25 vs 1.17



Pageviews

1,051.15%  
4,036,118 vs 350,617



Pages / Session

-6.72%  
1.14 vs 1.23



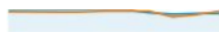
Avg. Session Duration

47.92%  
00:00:50 vs 00:00:34



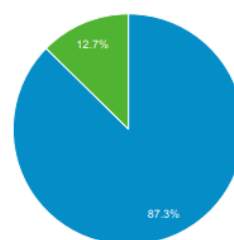
Bounce Rate

-1.84%  
81.51% vs 83.03%

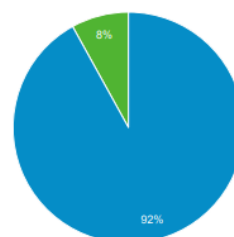


■ New Visitor ■ Returning Visitor

Jun 1, 2017 - Mar 31, 2018



Jun 1, 2016 - Mar 31, 2017



Here is what's happening at the COC moving forward....

We are currently working on creating landing pages specific to ads/posts that the consumers are clicking. We also want to create new content that directly answers consumer questions on those landing pages with the "find an orthodontist" button prominently displayed on the landing pages that moves them to the doctor locator.

The doctor locator page is being developed to make it easier for consumers to schedule new patient exams, and directly contact providers. There will also be a "parents' guide to orthodontics" with lots of answers to FAQ's and again the button for the doctor locator. We can already track how many times consumers have clicked on specific doctors from the locator page and *should be* sharing that with our members as well. Much of the discussion on the COC at the moment is focused on the website and how to convert "browsers" into clients for our members.

Aron Dellinger GLAO COC council representative