



DIGITAL MARKETING BRIEFING 2017

1. ABOUT US

1. ABOUT US THE TEAM



JOHN RING
MANAGING DIRECTOR



PAUL O'BYRNE
STRATEGY DIRECTOR



STEPHEN KINSELLA
OPERATIONS DIRECTOR



RICHARD TALBOT
HEAD OF PPC



GRACE GARVEY
CONTENT MANAGER



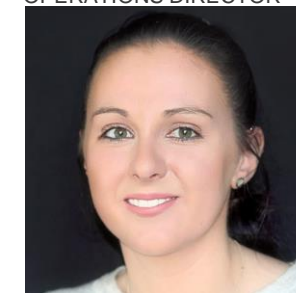
PABLO BENITES
DIGITAL DESIGN
MANAGER



LUKE BASTIN
SEO MANAGER



SINEAD FLYNN
SOCIAL MEDIA MANAGER



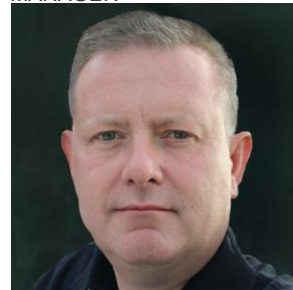
EMMA VINCE
DIGITAL PR LEAD



MONICA LORICA
DIGITAL RESEARCHER



GREG GUNNER
TECHNICAL MANAGER



MATT TRIMMER
ANALYTICS LEAD



ROSS JACKSON
UK ACCOUNT MANAGER



BERNIE TIMMINS
FINANCE MANAGER



SUZANA LAIER
OFFICE MANAGER



BRENDAN PROCTOR
WEB DEVELOPER

1. ABOUT US

OUR SERVICES

SEARCH

- Digital Consultancy
- Display Advertising
- E-Commerce
- PPC
- Remarketing
- Video Advertising
- Google Shopping

CONTENT

- Topic Research
- Content Generation
- Digital PR & Outreach
- SEO
- Marketing Automation
- eBooks
- Visual Articles

SOCIAL

- Social Media Audits
- Advertising
- Custom Audience Ad
- Media Planning & Buying
- Micro Content
- Brand Monitoring

DESIGN

- Bespoke Web Dev
- Creative Design & Artwork
- Animation Videos
- HTML 5 Ad Sets
- Static Infographics
- Animated Timelines

1. ABOUT US

HAPPY

CLIENTS



2. Cerezen



Cerezen



Manoj Bhargava

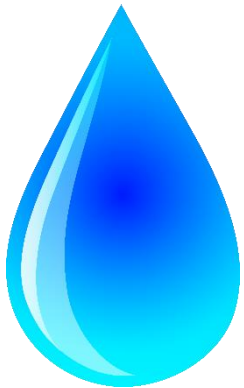


**Advanced Medical
Technologies**



**Clean
Energy**

renew™
Health Limited



**Pure
Water**



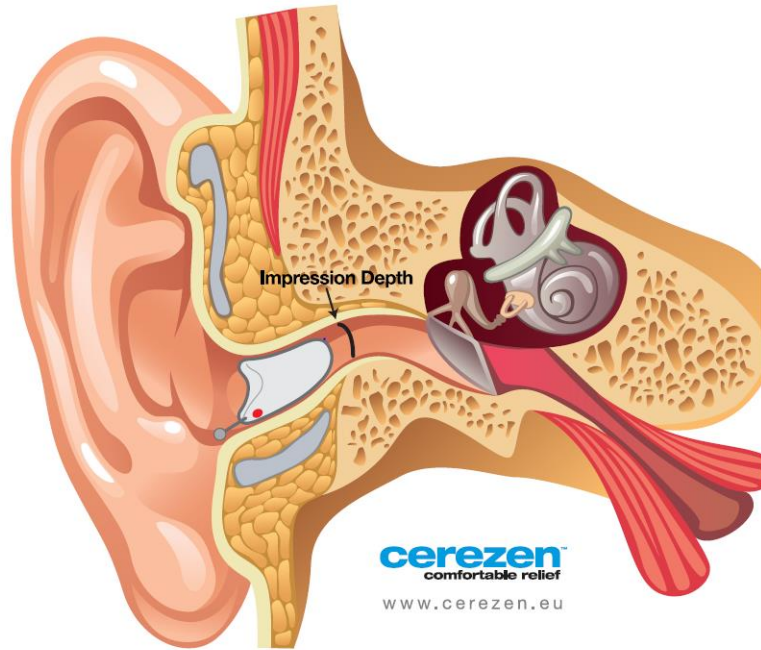
**Benefiting
Mankind**



Advanced Medical
Technologies



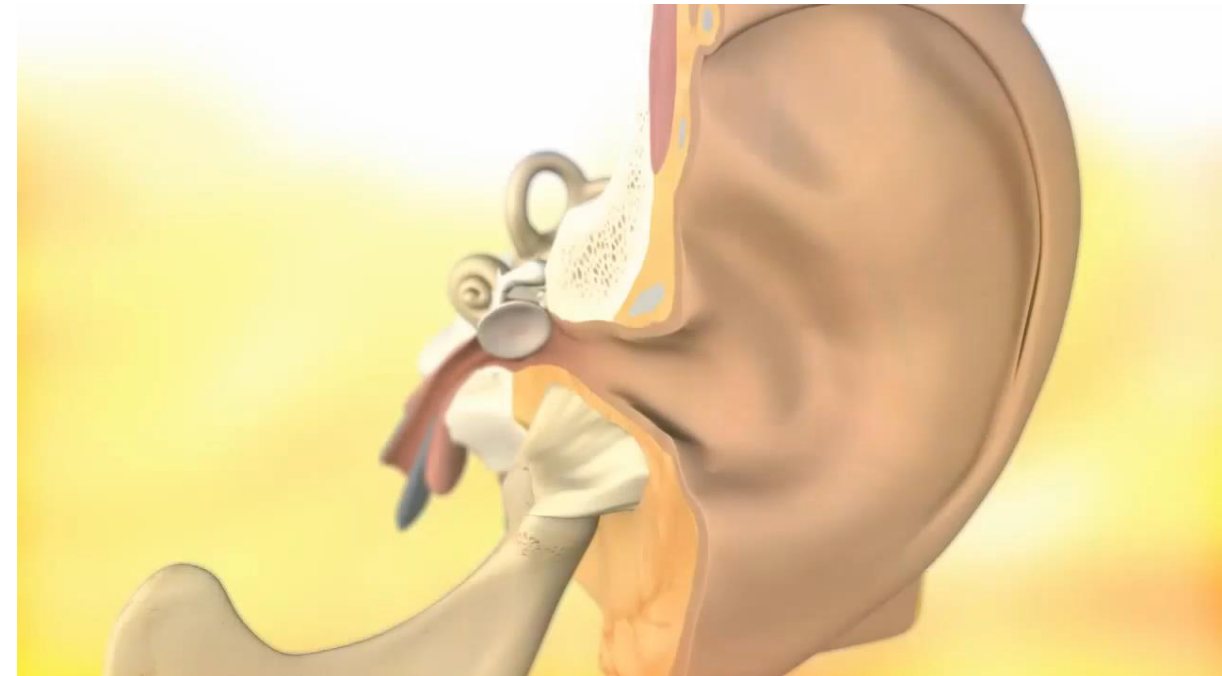
Cerezen



-Treatment of TMJD/Bruxism

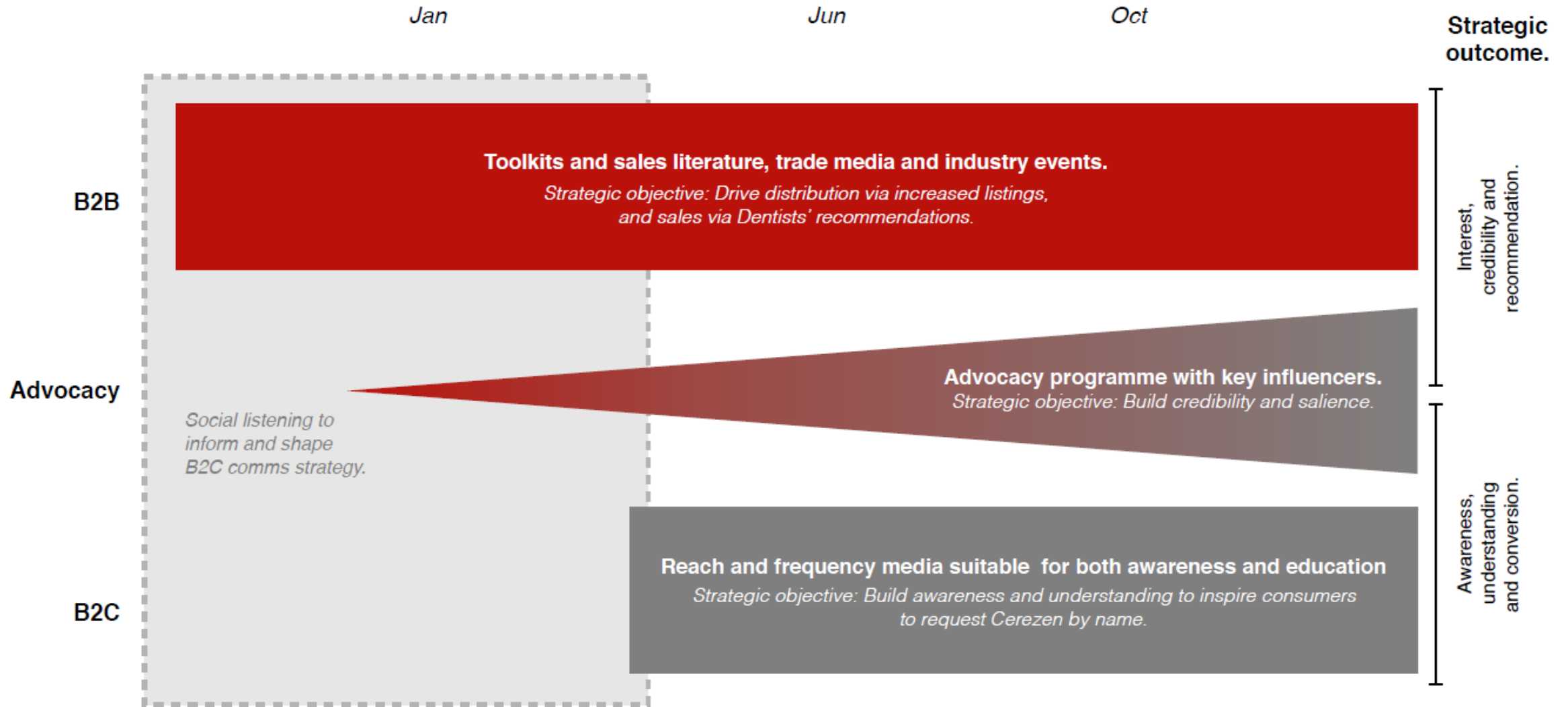
- Relieves:

- Jaw Pain/Lock Jaw
- Teeth Clenching/Grinding
- Headaches
- Difficulty Chewing
- Change In Teeth Alignment



Renew Health/Cerezen

A phased communications plan.



3. The Brief

The Brief



- 2 Geographic Locations
 - Ireland & UK
- 2 Demographics
 - Dental/HCP Community
 - Consumers
- 4 x Campaigns To Run Concurrently

4. Starting Position

New, innovative relief from the symptoms of TMD.

Introducing Cerezen, a revolutionary new medical device that effectively treats jaw pain and symptoms associated with teeth grinding and clenching.

If you suffer from any of these symptoms, then Cerezen could help:

- Teeth grinding or jaw clenching
- Pain in the chewing muscles and/or jaw joint soreness
- Radiating pain in the face, jaw or neck
- Jaw muscle pain or stiffness
- Aching pain in and around ears
- Limited movement or locking jaw
- Painful jaw clicking or popping when opening or closing the mouth
- Headaches or migraines
- A change in the way the upper and lower teeth fit together

FIND A PROVIDER NEAR YOU

✓ Custom made for you ✓ Discreet, comfortable and non-intrusive ✓ Clinically proven ✓ Can be worn day and night ✓ No effect on speech, hearing or eating

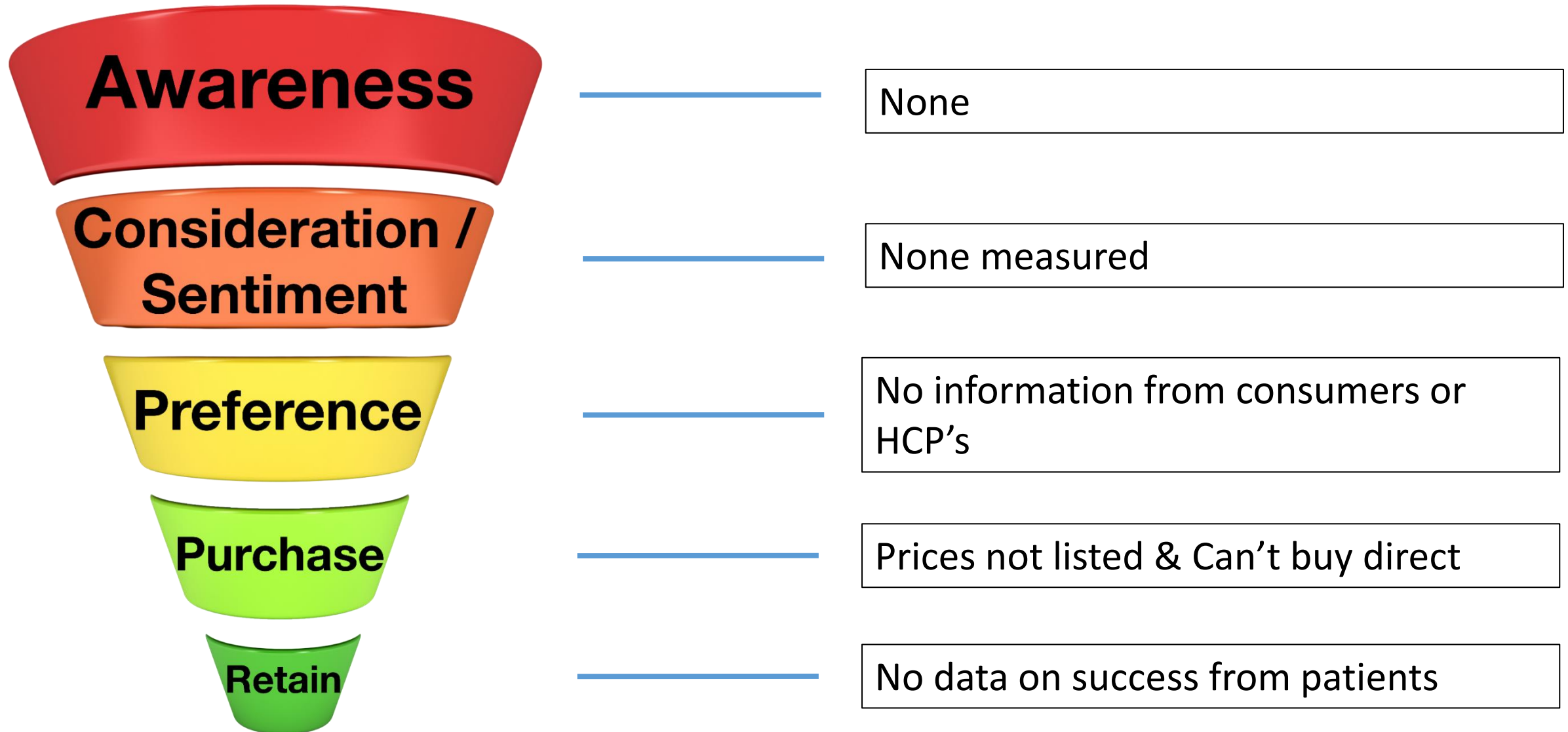


How Cerezen™

The two custom-made, 3D printed hollow inserts sit in each ear canal; the nearest access point to the temporomandibular

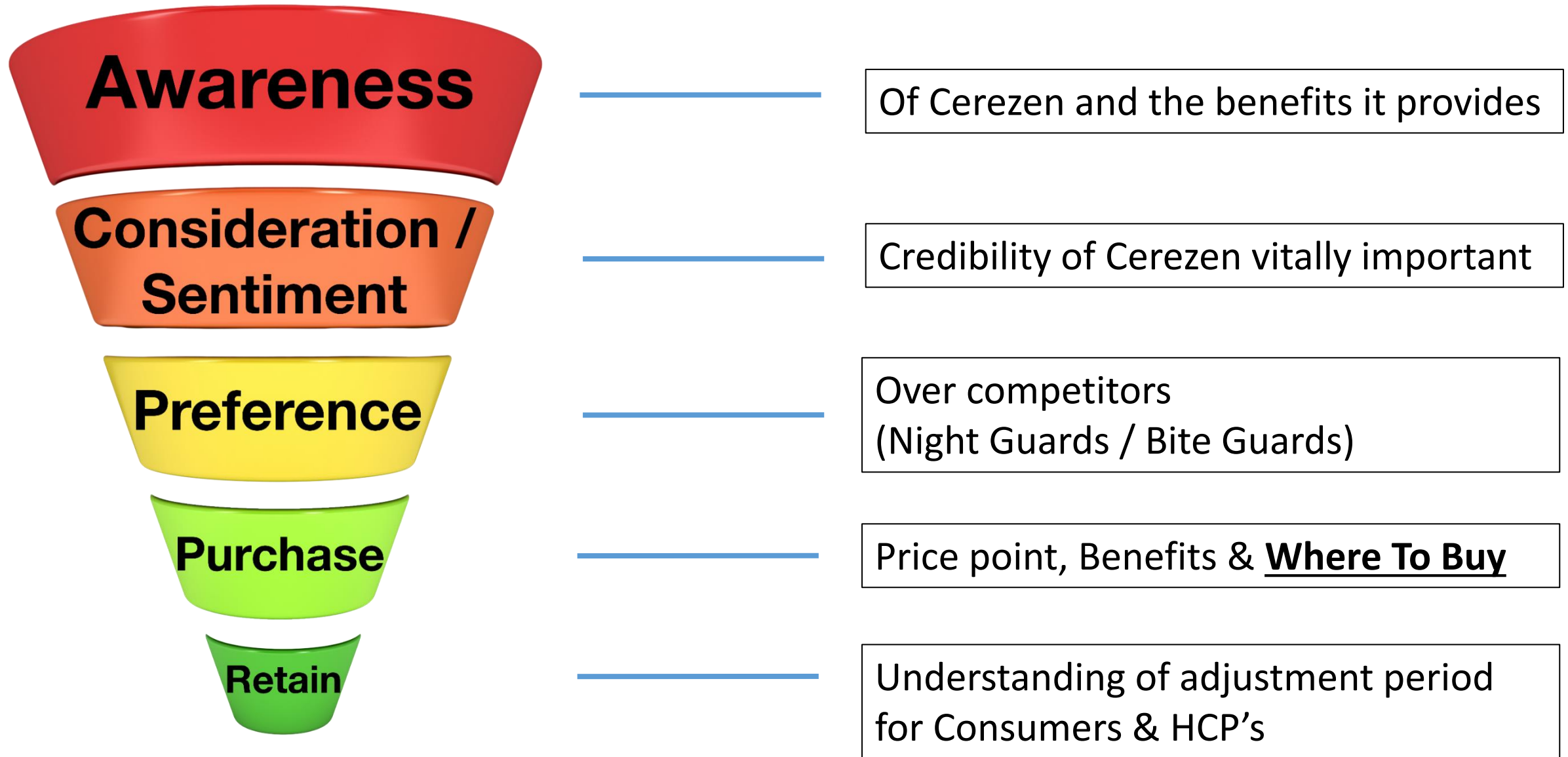


Starting Position/ In The Market



5. Mapping It Out

Mapping It Out



Mapping It Out / Challenges

Sales Team:

- Brand & Product are unknown
- Tough to break through gate-keepers
- Assets available not convincing enough for meetings
- No material for Dental Practices and HCP's
- Current solution (Mouth Guards/Night Guards) have credibility in market

Assets:

- No creative assets available

Influencers:

- 1 (Dr. Lance Knight)

Social Accounts:

- Created – but not managed

Website:

- Targets 2 demographics (Consumer & Provider)
- Language used, not consumer friendly
- Multiple CMS's used in 1 site
- No Content Section for Content Marketing
- No Analytics or tags on website (e.g. Remarketing etc)
- Relatively unknown to search engines

Mapping It Out / Challenges



Band – TMD (Too Much Drama)

Mapping It Out/Challenges - Trust & Authority

Site Explorer Results
(play video)
or **compare**

⚙️

▼

🔍

⚡ Use Fresh Index ☒
🏛️ Use Historic Index ☐

Summary
Topics
Ref Domains
Backlinks
New
Lost
Anchor Text
Map
Pages

📁
⬇️
📄
⚙️



Mapping It Out/Challenges - Trust & Authority

Site Explorer Results
(play video)
or **compare**

Use Fresh Index
 Use Historic Index

Summary
Topics
Ref Domains
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Anchor Text
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Pages



Mapping It Out/Challenges - Trust & Authority

Site Explorer Results
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or **compare**

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Anchor Text
Map
Pages



Mapping It Out/Challenges - Trust & Authority

Site Explorer Results

(play video)

or compare

http://www.mayoclinic.org/

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URL

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⚡ Use Fresh Index

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Summary

Topics

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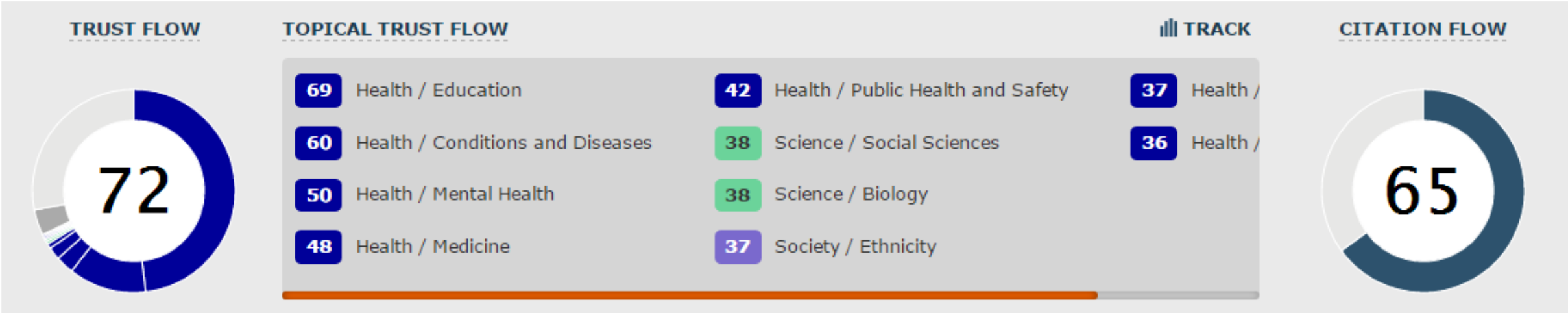
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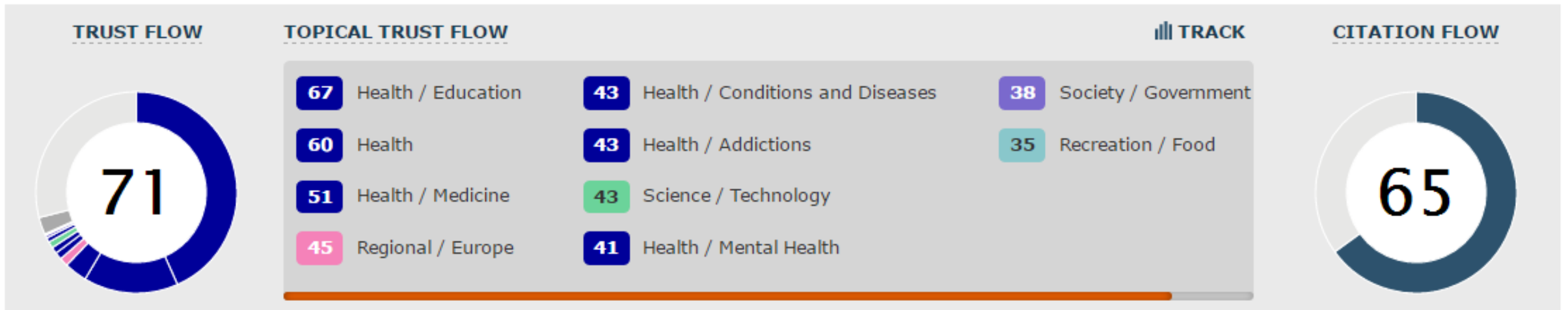


Mapping It Out/Challenges - Trust & Authority

Site Explorer Results
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or **compare**

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Mapping It Out/Challenges - Trust & Authority

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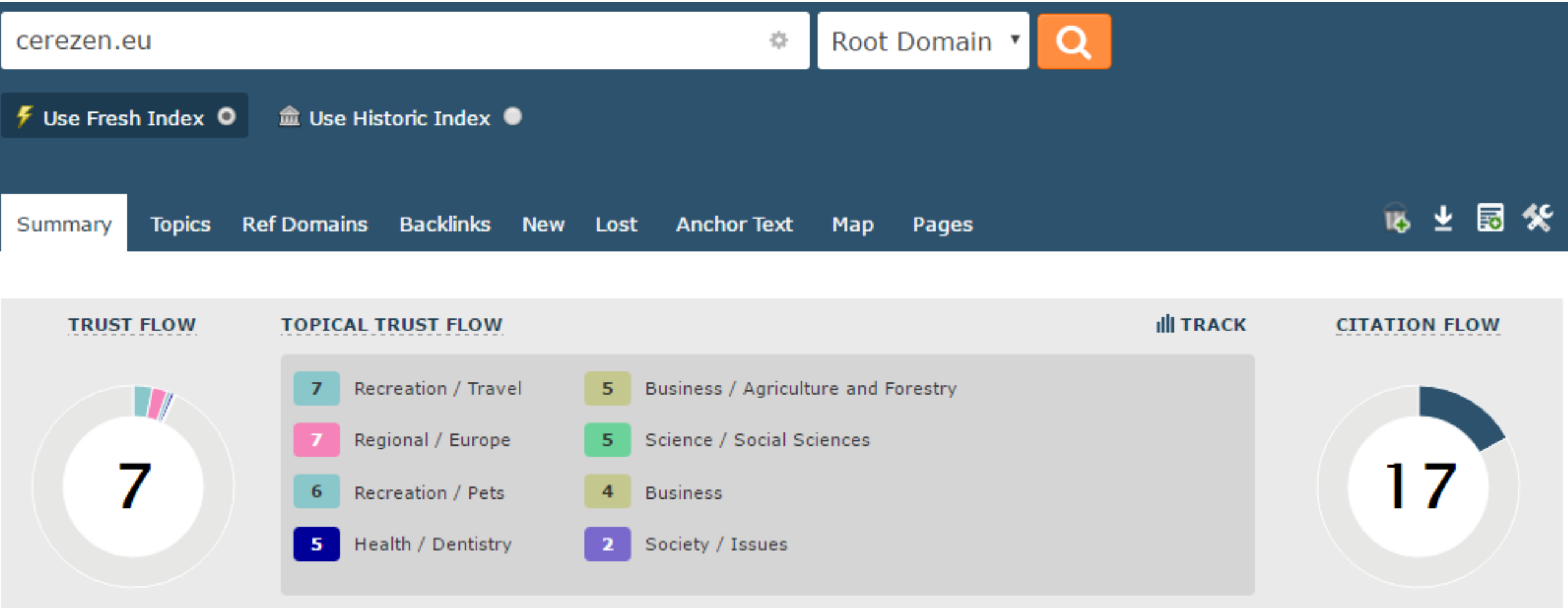
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⚡ Use Fresh Index ☒
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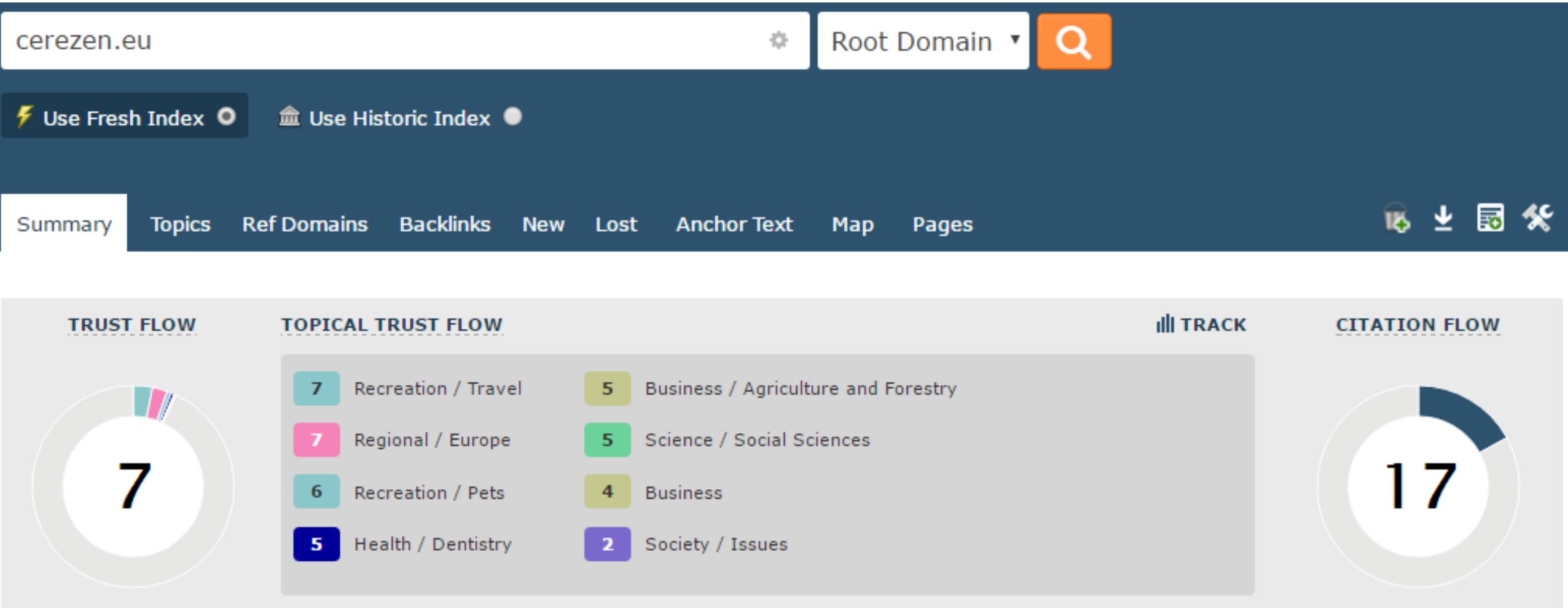
Business

2

TRACK

CITATION FLOW

17



4

Business

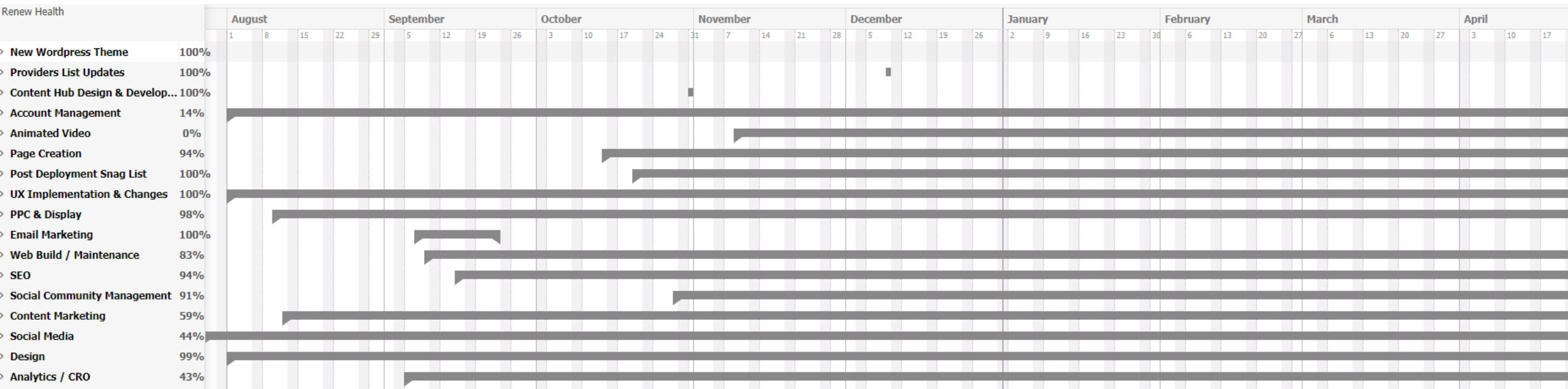
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TRACK

CITATION FLOW

17

Mapping It Out



Over 12 Month Period

17 Task Lists
623 Tasks
1,465 hours

6. The Website

New, innovative relief from the symptoms of **TMD.**

Introducing Cerezen, a revolutionary new medical device that effectively treats jaw pain and symptoms associated with teeth grinding and clenching.

If you suffer from any of these symptoms, then Cerezen could help:

- Teeth grinding or jaw clenching
- Pain in the chewing muscles and/or jaw joint soreness
- Radiating pain in the face, jaw or neck
- Jaw muscle pain or stiffness
- Aching pain in and around ears
- Limited movement or locking jaw
- Painful jaw clicking or popping when opening or closing the mouth
- Headaches or migraines
- A change in the way the upper and lower teeth fit together

FIND A PROVIDER NEAR YOU

✓ Custom made for you ✓ Discreet, comfortable and non-intrusive ✓ Clinically proven ✓ Can be worn day and night ✓ No effect on speech, hearing or eating

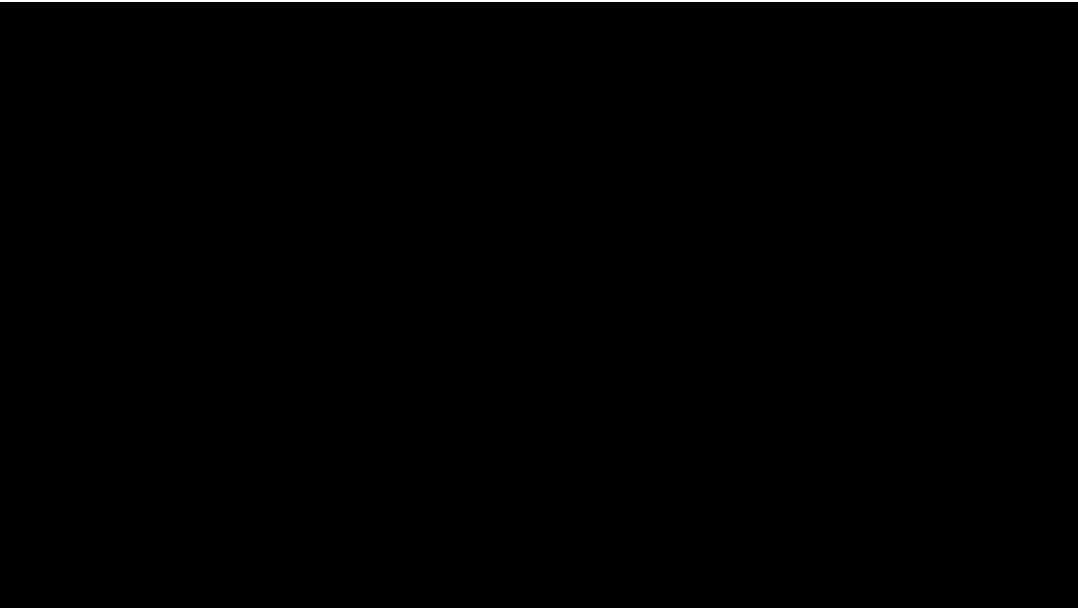


How Cerezen™

The two custom-made, 3D printed hollow inserts sit in each ear canal; the nearest access point to the temporomandibular



The Website – User Interaction



- Teeth grinding or jaw clenching
- Pain in the chewing muscles and/or jaw joint soreness
- Radiating pain in the face, jaw or neck
- Jaw muscle pain or stiffness
- Aching pain in and around ears
- Limited movement or locking jaw
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- A change in the way the upper and lower teeth fit together

- Custom made for you
- Discreet, comfortable and non-intrusive
- Clinically proven
- Can be worn day and night
- No effect on speech, hearing or eating

[FIND A PROVIDER NEAR YOU](#)



[WHAT IS CEREZEN](#)
[WHAT IS TMD](#)
[IS IT RIGHT FOR ME](#)
[HOW DO I GET IT](#)
[FIND A PROVIDER](#)
[LOCAL 1890 204020](#)

New, innovative relief from the symptoms of TMD.

Introducing Cerezen, a revolutionary new medical device that effectively treats jaw pain and symptoms associated with teeth grinding and clenching.

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- Headaches or migraines
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[FIND A PROVIDER NEAR YOU](#)

Custom made for you

Discreet, comfortable and non-intrusive worn day and night

Clinically proven

Can be worn day and night

No effect on speech, hearing or eating

How Cerezen™ works

The two custom-made, 3D printed hollow inserts sit in each ear canal; the nearest access point to the temporomandibular joint. Cerezen helps to stop pain at the source.

[FIND OUT MORE](#)

New, innovative relief from the symptoms of TMD.

Introducing Cerezen, a revolutionary new medical device that effectively treats jaw pain and symptoms associated with teeth grinding and clenching.

If you suffer from any of these symptoms, then Cerezen could help:

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How Cerezen™

The two custom-made, 3D printed hollow inserts sit in each ear canal; the nearest access point to the temporomandibular



What is Cerezen™?

Cerezen is a revolutionary medical device that effectively treats jaw pain and symptoms associated with teeth grinding and clenching. These conditions are often collectively known as Temporomandibular Disorders or TMD. The two custom-made, 3D printed hollow inserts sit in each ear canal; the nearest access point to the temporomandibular joint. While the pain relief Cerezen provides is profound, the inserts themselves are almost invisible. With small tabs for easy insertion and removal, they're comfortable to wear because they're made only for you.

[FIND A PROVIDER](#)



Choose a more effective TMD treatment.

The traditional treatment for TMD and associated symptoms is a bite splint. But most dentists believe this is ineffective at relieving symptoms and patients do not like wearing them because they are cumbersome and can really only be worn at night. Bite splints are more of a temporary solution and only mask the real problems caused by TMD. As a new innovation, Cerezen's main advantage is that it permanently prevents the problems through its unique in-ear placement. It is non-invasive, comfortable and discreet enabling it to be worn day and night with no impact on lifestyle. So why put up with traditional methods that don't solve the problem when you can have new technology that will?

The Website – Analysis

- Styling & Structure Of The Panels
- Overall Design Change
- Content Structure Change (more consumer focussed language)
- Addition Of Content Hub
- Overhaul of Find A Provider functionality
- Addition of Digital Pack

The Website – Design

NEW & INNOVATIVE RELIEF

FROM TMD AND ASSOCIATED SYMPTOMS
SUCH AS JAW PAIN, CLENCHING AND HEADACHES

Yes really. **In your ears.**

Cerezen is a revolutionary medical device that effectively treats jaw pain and symptoms associated with teeth grinding and clenching.

Discrete and almost invisible, can be worn day and night and they're comfortable to wear because they're **custom made only for you.**



What is Cerezen?



Cerezen is a revolutionary medical device that effectively treats TMD and associated symptoms such as **Jaw, Clenching and Headaches**.

Clinically proven and almost invisible, Cerezen can be worn day or night and are comfortable to wear because they're **custom made for you**.



These conditions are often collectively known as Temporomandibular Disorders or TMD.

The two custom-made, 3D printed hollow inserts comfortably sit in each ear canal; the nearest access point to the temporomandibular joint.

[Learn More About TMD](#)



Is It Right For Me?

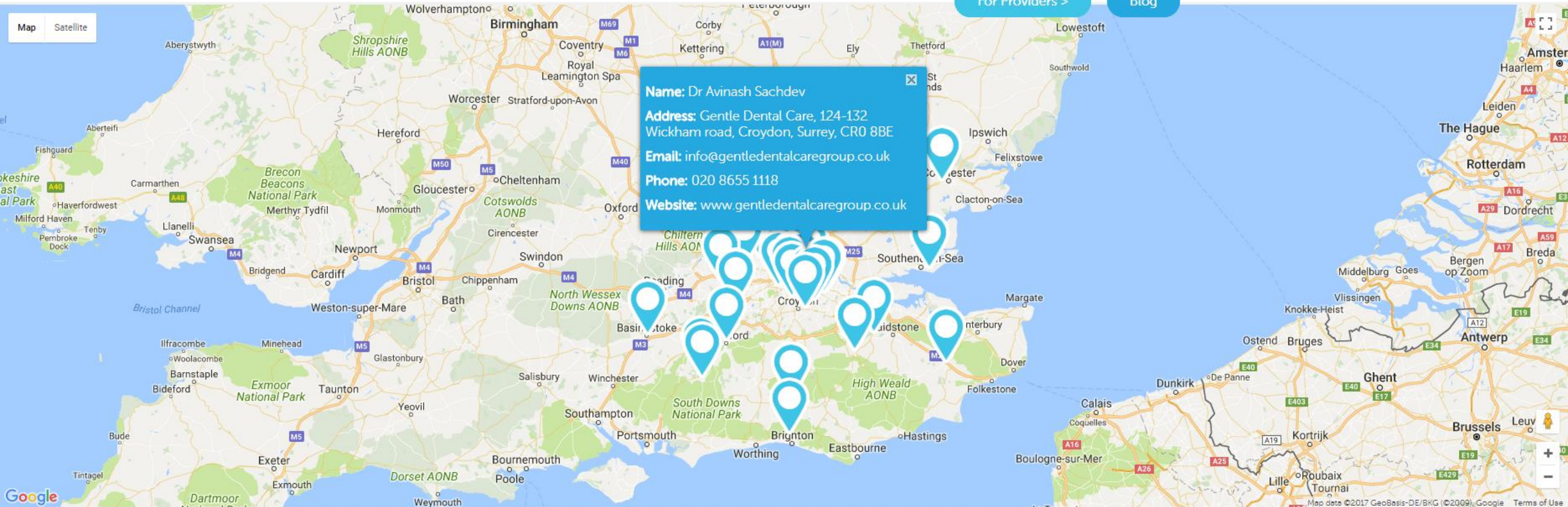


If you suffer from one or several of these symptoms then Cerezen could help.

- ✓ Teeth grinding or jaw clenching
- ✓ Pain in the chewing muscles and/or jaw joint soreness
- ✓ Radiating pain in the face, jaw or neck
- ✓ Jaw muscle pain or stiffness
- ✓ Aching pain in and around ears
- ✓ Limited movement or locking jaw
- ✓ Painful jaw clicking or popping when opening or closing the mouth
- ✓ Headaches or migraines
- ✓ A change in the way the upper and lower teeth fit together

Testimonials

A few words from Patients and Providers.



Results



Name: Dr. Sunita Shetty

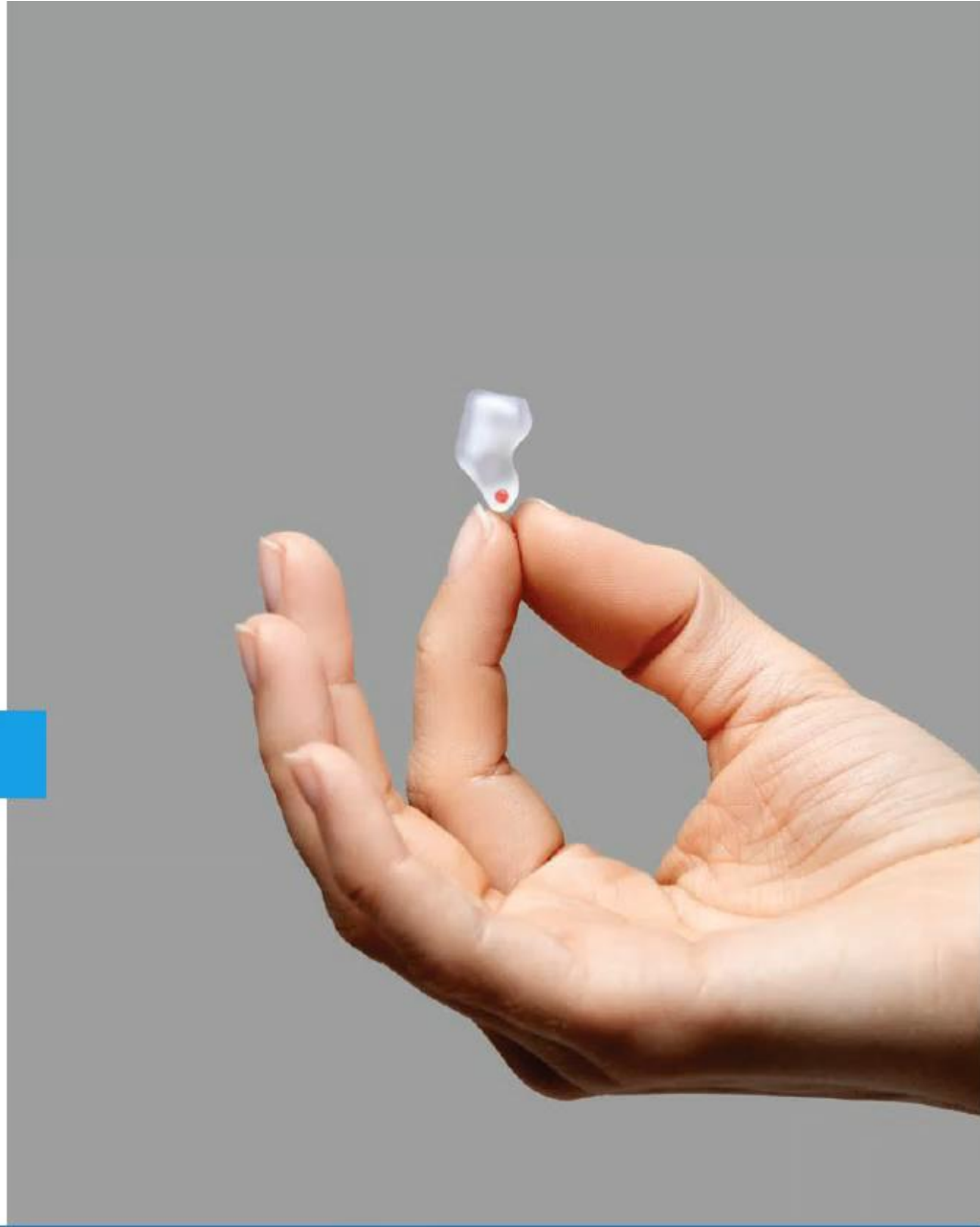
Address: Victoria Dental Centre, First Floor, 330 Vauxhall Bridge Road

Email: info@victoriadental.biz

The Website – Digital Pack

cerezen™
comfortable relief

Digital Pack
Let's work together!



7. Content Marketing

[For Providers >](#)

[Blog](#)



WEIGHTLIFTING AND JAW PAIN

WEIGHTLIFTING AND JAW PAIN SURVEY



HEALTH CONDITIONS ASSOCIATED WITH TMD
(TEMPOROMANDIBULAR JOINT DISORDER)



SELF-MASSAGE FOR JAW PAIN



WHAT CAUSES A SORE JAW?



WHY DO PEOPLE FEAR THE DENTIST?

CHEWING THE FACTS

WHAT WE KNOW ABOUT TEETH GRINDING

CHEWING THE FACTS: WHAT WE KNOW ABOUT
TEETH GRINDING



THE ROLE OF YOUR TEETH IN ATTRACTING A
PARTNER

The Website – Content Hub

- **Standard:** 26 query-based & keyword-rich Blog Posts
- **Survey:** Conducted on Facebook/Reddit – Data Visualisation
- Resulting in Cerezen being seen as an authority on TMJD, TMJ and Teeth Grinding
- Building brand trust, leading to valuable traffic in the long term
- **Promotion:** Content amplified in social media channels such as Facebook and Twitter & content promo via Native Advertising and Display Ads



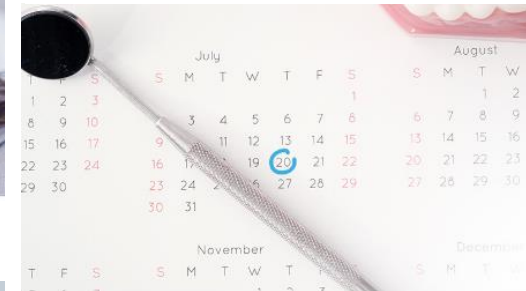
IS STRESS AND ANXIETY CAUSING YOU TO GRIND YOUR TEETH?



12 JAW-DROPPING FACTS ABOUT TEETH GRINDING AND HOW TO FIX IT



IS YOUR TEETH GRINDING KEEPING YOUR PARTNER AWAKE AT NIGHT?



BRUXISM: THE MOST IMPORTANT QUESTIONS TO ASK AT YOUR NEXT DENTAL APPOINTMENT



HOW TO STOP GRINDING YOUR TEETH IN YOUR SLEEP



TEETH GRINDING: WHY EARLY INTERVENTION IS KEY TO PREVENTING LONG-TERM DAMAGE

The Website – Digital PR/SEO

ZIG VERVE HEALTH FITNESS LIFESTYLE BEAUTY & FASHION BLOG

Dumb Little Man TIPS FOR LIFE **DOWNLOAD** Start Download - View PDF

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EXPRESS Home of the Daily and Sunday Express

Stop teeth grinding: Drinking more than THIS many cups of tea a day can trigger it

Home > Life & Style > Health > Stop teeth grinding: Drinking more than THIS many cups of tea a day can trigger it

TEETH grinding - known as bruxism - affects up to ten per cent of the UK population. But its symptoms have a range of triggers.

By LAUREN CLARK
PUBLISHED: 13:16, Tue, May 30, 2017 | UPDATED: 13:26, Tue, May 30, 2017

SHARE f TWEET G+ 3

Teeth grinding: It can cause a number of serious problems

However, severe **long-term effects** include tooth wear, tooth loss, clicking or popping jaw joint, and excessive facial muscle tone.

According to a new survey, 32 per cent of people are unaware of the impact grinding teeth can have on their health.

Worryingly, the research by Cerezen also found that only 34 per cent know they do it, and for 97.8 per cent of people it only happens while they sleep.

Those who do know they grind their teeth believe it's caused by stress.

8. Advertising – Paid/Social

Advertising: Google Adwords

Google

Volume: 5,400/mo | CPC: \$0.98 | Competition: 0.08

All Images Videos News More Settings Tools

About 2,010,000 results (0.94 seconds)


Suffering From Bruxism? - Get Relief With Cerezen - cerezen.eu

www.cerezen.eu/Bruxism

Innovative & Discreet Custom Made Devices. Call Us Now For More Info!
Custom Made & 3D Printed · Long-Lasting Relief · Unique In-Ear Placement · Discreet & Affordable

Is Cerezen Right For Me? What Is TMD?
Where Can I Get Cerezen? What Is Cerezen?

Bruxism is excessive teeth grinding or jaw clenching. It is an oral parafunctional activity; i.e., it is unrelated to normal function such as eating or talking.



Bruxism - Wikipedia
<https://en.wikipedia.org/wiki/Bruxism>

About this result Feedback

Google

Volume: 4,400/mo | CPC: \$0.98 | Competition: 0.03

All Images Maps Videos News More Settings Tools


About 17,800,000 results (0.62 seconds)

Suffering From TMD? - Get Relief With Cerezen - cerezen.eu

www.cerezen.eu/TMD

Revolutionary Device To Treat Jaw Pain & Teeth Grinding. Call Us Now!

Temporomandibular joint dysfunction (**TMD**, **TMJD**) is an umbrella term covering pain and dysfunction of the muscles of mastication (the muscles that move the jaw) and the temporomandibular joints (the joints which connect the mandible to the skull).



Temporomandibular joint dysfunction - Wikipedia
https://en.wikipedia.org/wiki/Temporomandibular_joint_dysfunction

About this result Feedback

People also ask

What causes TMD?

What is TMJ and how is it treated?

Google

Volume: 32,700,000 results (0.63 seconds)

All Images Videos News Maps More Settings Tools

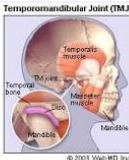
Suffering From Jaw Pain? - Get Relief With Cerezen - cerezen.eu

www.cerezen.eu/Jaw-Pain

Innovative & Discreet Custom Made Devices. Call Us Now For More Info!
Unique In-Ear Placement · Long-Lasting Relief · Custom Made & 3D Printed · Discreet & Affordable
Types: Jaw Pain, Teeth Grinding, Headaches & Migraines, Jaw Clenching

What Is Cerezen? Is Cerezen Right For Me?
Where Can I Get Cerezen? What Is TMD?

TMD often causes severe **pain** and discomfort. ... **Pain** or tenderness in your face, **jaw** joint area, neck and shoulders, and in or around the ear when you chew, speak, or open your mouth wide. Problems when you try to open your mouth wide. **Jaws** that get "stuck" or "lock" in the open- or closed-mouth position. Jan 25, 2017



Temporomandibular Joint Disorders (TMJ, TMD): Symptoms - WebMD
www.webmd.com/oral-health/guide/temporomandibular-disorders-tmd

About this result Feedback

Google

Volume: 472,000 results (0.45 seconds)

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Shop for grinding teeth at night on Google

Quit Sleeping Teeth Grinding - Newchic
€5.16

Quit Teeth Grinding Dental Guard - GearBest
€17.95

BruxGuard Bruxism Mouthpiece with Retainer Case - UK Innovations GP
€17.95

Suffering From Teeth Grinding? - Get Relief With Cerezen - cerezen.eu

www.cerezen.eu/Teeth-Grinding

Innovative, Discreet & Clinically Proven Custom Made Devices. Find Out More Now!
Types: Jaw Pain, Teeth Grinding, Headaches & Migraines, Jaw Clenching

Because **grinding** often occurs during **sleep**, most people are unaware that they **grind** their **teeth**. However, a dull, constant headache or sore jaw when you wake up is a telltale symptom of bruxism. ... He or she can examine your mouth and jaw for signs of bruxism, such as jaw tenderness and excessive wear on your **teeth**. Jan 24, 2017

Google

Volume: 525,000 results (0.88 seconds)

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Suffering From TMJ Pain? | Get Relief With Cerezen | cerezen.eu

www.cerezen.eu/TMJ

1890 204 020
Innovative, Discreet & Clinically Proven Custom Made Devices. Find Out More Now!
Unique In-Ear Placement · Long-Lasting Relief · Custom Made & 3D Printed · Discreet & Affordable
Types: Jaw Pain, Teeth Grinding, Headaches & Migraines, Jaw Clenching

Where Can I Get Cerezen? What Is TMD?
What Is Cerezen? Is Cerezen Right For Me?

TMJ Treatments | The TMJ Association | tmj.org

www.tmj.org/treatments

What you should know about TMD. Educate yourself!
TMJ Patient Advocacy · 501(c)(3) nonprofit · Science Research
[Log In](#) · [Donate Now](#) · [Register Now](#)

HELP YOURSELF FIRST - REMEMBER LESS IS BEST!

- Moist Heat. Moist heat from a heat pack or a hot water bottle wrapped in a warm, moist towel can improve function and reduce pain. ...

Google

Volume: 540,000 results (0.80 seconds)

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Suffering From Jaw Pain? - Get Relief With Cerezen - cerezen.eu

www.cerezen.eu/Jaw-Pain

Safe & Effective Treatment From Our Custom Made Devices. Call Us Now!
Discreet & Affordable · Custom Made & 3D Printed · Long-Lasting Relief · Unique In-Ear Placement
Types: Jaw Pain, Teeth Grinding, Headaches & Migraines, Jaw Clenching

What Is TMD? Is Cerezen Right For Me?
What Is Cerezen? Where Can I Get Cerezen?

You've had a stressful day when it hits: the telltale **pain** that radiates from your neck and head, only preceded by an ongoing stiffness in your **jaw**. **Pain** from the temporomandibular joint (TMJ) can be easily mistaken for a common **headache**, mostly because the **symptoms** are so similar.

What Sets a TMJ Headache Apart | Colgate® Oral Care
www.colgate.com/en/us/oc/oral-health/conditions/.../disorder/.../tmj-headache-1115

About this result Feedback

People also ask

Can jaw problems cause headaches?

Why does my head and jaw hurt?

Advertising: Social


Cerezen EU
Sponsored ·





Affordable relief from jaw pain, clenching and headaches associated with TMD. Available now at your local [mydentist](#).





Relief from £45.83 a Month
Innovative treatment.
www.cerezen.co.uk


[Learn More](#)

 Like
  Comment
  Share


Cerezen EU
Sponsored ·








Cerezen is available now at your local [mydentist](#). Get affordable relief from jaw pain, clenching and headaches associated with TMD.





Customised Relief from £45.83 a Month
www.cerezen.co.uk


[Learn More](#)

 Like
  Comment
  Share


Cerezen EU
Sponsored ·









Cerezen is a custom-made in ear device that treat symptoms of TMD such as headaches, jaw pain and clenching.



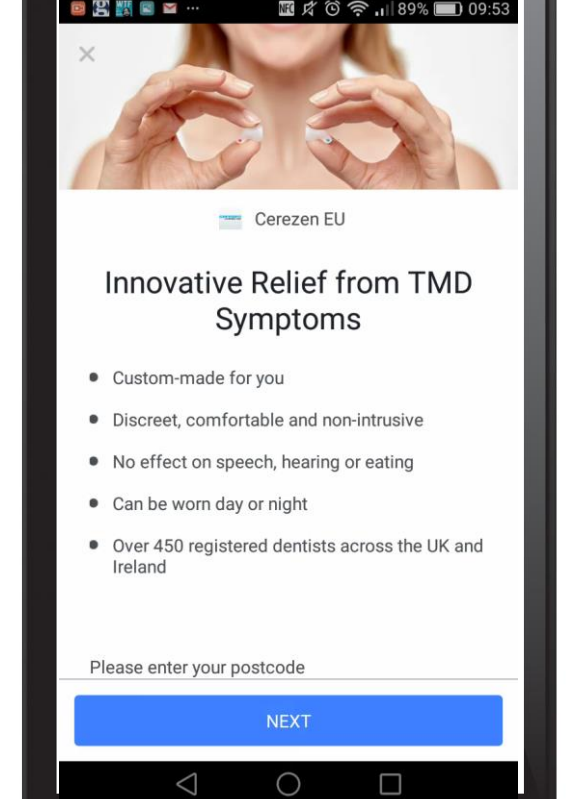
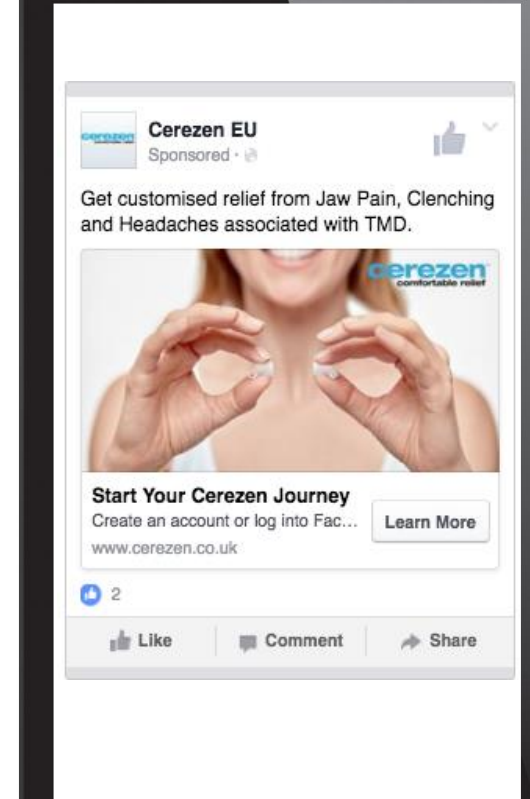
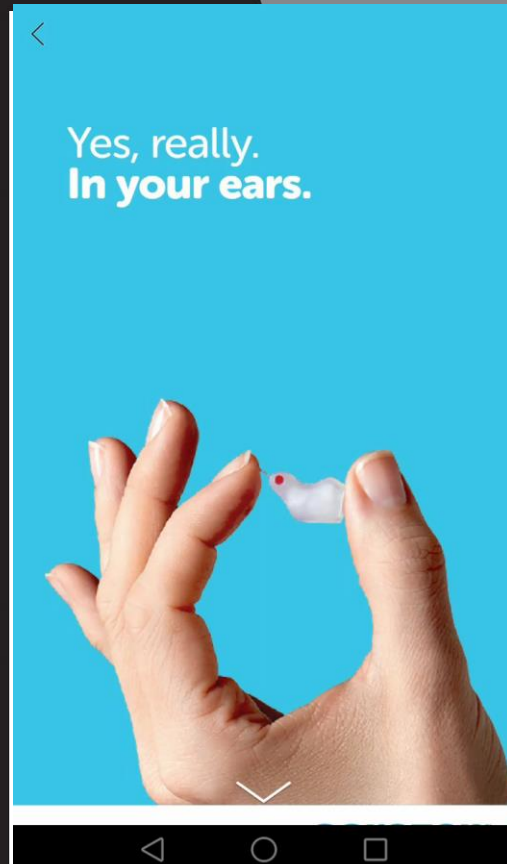
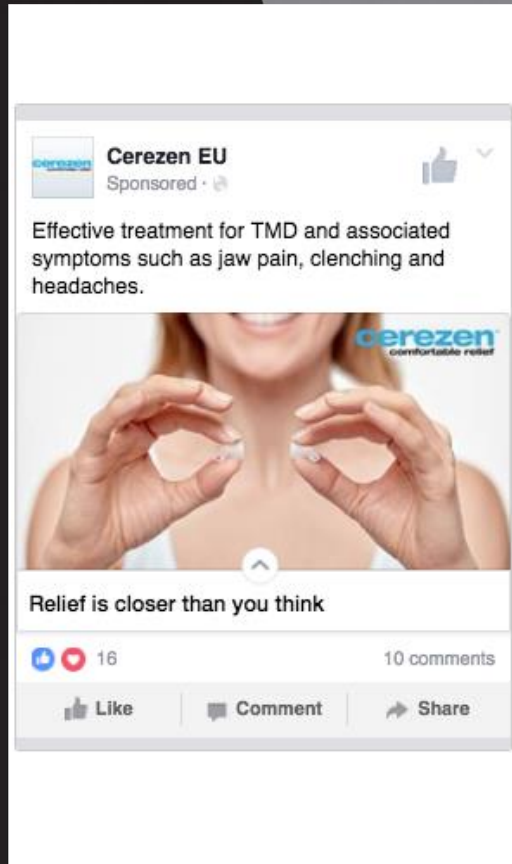
How to Insert Your Cerezen Device
Effective relief from TMD.
www.cerezen.ie

[Learn More](#)

 25
  4 comments

 Like
  Comment
  Share

Advertising: Social – Interactive & Lead Generation



9. Results

Advertising: PPC

Highly Targeted campaign at both brand terms and symptoms associated with TMD/TMJD & Bruxism


- **Ad Groups Created:** 171
- **Keywords Targeted:** 631
- **Impressions Received:** 6.6 million
- **Interactions On Ads:** 54,262

Advertising: Social

 **90,573** Link Clicks

 **5,216** Reactions

 **1,709** Shares

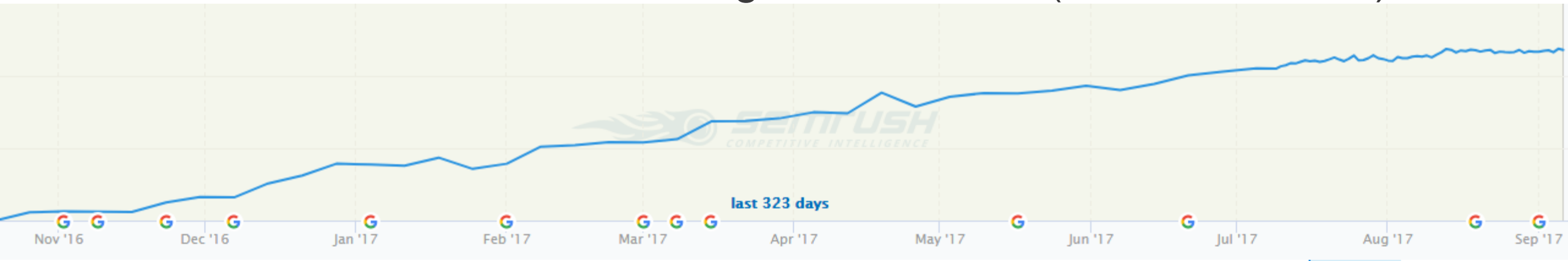
 **8.5m** Impressions

 **2,555** Comments

 **3,859** Page Likes

 **1,836** Leads

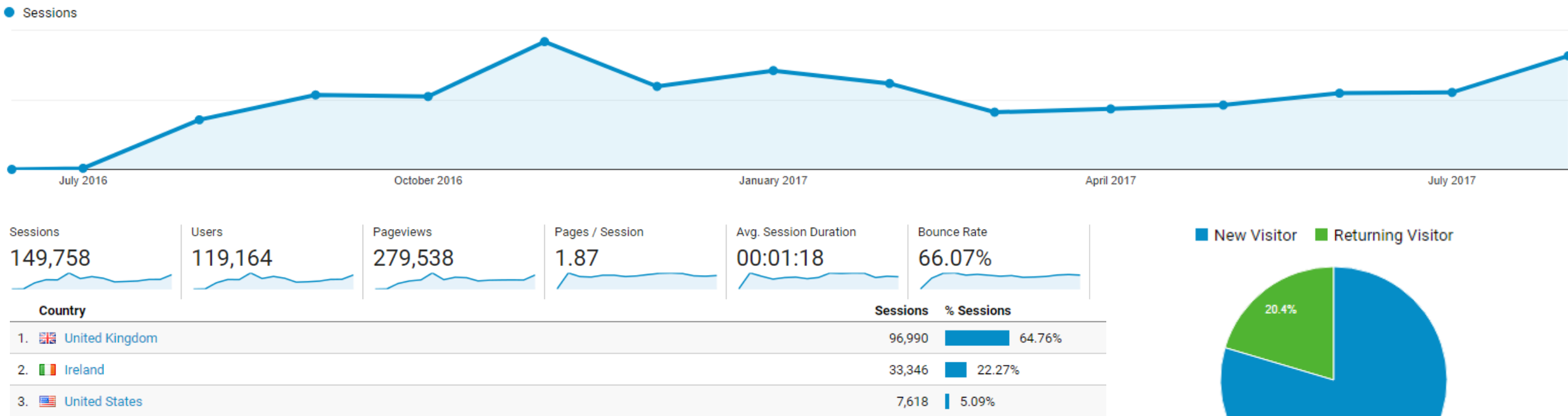
The Website: Ranking Performance (Content & SEO)



1.	cerezen	★ ▶ Ad	1	0
2.	cerezen uk	★ ▶ Ad	1	0
3.	cerezen ireland	★ ▶ Ad	5	↑95
4.	tmd	👑 ★ ▶ Ad	10	↑25
5.	cerezen reviews	★ ▶ Ad	11	↑89
6.	how much does cerezen cost	▶ Ad	13	↑87
7.	jaw pain relief	👑 ★ ▶	14	↑86
8.	jaw clenching	★ ▶ Ad	17	↑40
9.	teeth grinding pain	👑 ★ ▶ Ad	22	↑78
10.	painful jaw	👑 ★ ▶ Ad	37	↑63
11.	jaw pain	👑 ★ ▶ Ad	63	↑37

Increased search positions for over 759 keywords

The Website: Ranking Performance (Traffic)



- **Significant Increase In Traffic Showing High Intent**
- **Bounce Rate:** Reduced by >24%
- **Increase In Pages Per Session:** >60%
- **Find A Provider Page Viewing:** 20% of All Traffic

THANK YOU

TINDERPOINT 

cerezenTM
comfortable relief