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64% Page View Increase

14% Increase In Average Session Duration

21% Increase In Organic Search

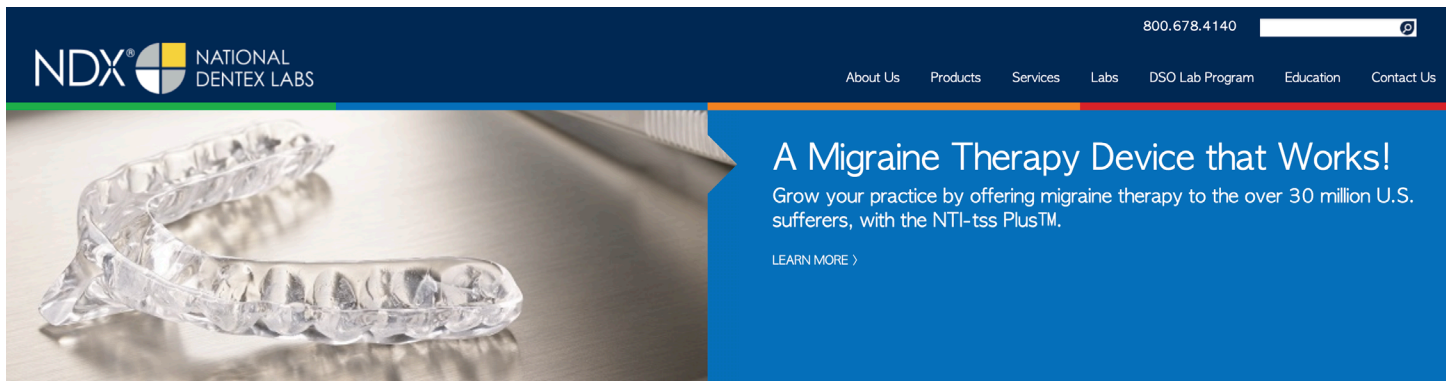
30+ Additional Sites Launched



Background

National Dentex is the largest dental lab network with more than 30 service oriented labs ranging in specialty. NDX came to Wakefly with a challenge. As they continued to acquire more and more labs, they wanted a platform for their web presence that would allow them to quickly spin up new sites for each of their labs, as well as utilize content globally across all of their web properties. Wakefly architected a solution utilizing

Kentico linked documents and a straightforward, well defined method for the client to create new websites. NDX partnered with Breckenridge Design Group to create the overall look of the website based on existing marketing collateral and brand standards. The Wakefly design team created additional page designs based on this guidance, as well as specific designs for tablet and mobile devices.



The Leading Dental Lab Network

As a dentist, you need a laboratory partner that recognizes each patient is unique and shares your goal of delivering superior care. At National Dentex Laboratories (NDX), our network of dental labs provide consistent, high-quality dental restorations and appliances with quick turnaround times.

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Get Started Today!
Sign up to receive a starter pack and more detailed information about our offerings.
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Find Your Local Lab
Contact your local NDX lab now!
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Dedicated to building personal relationships offering exceptional service, including drivers, chairside expertise, and continuing education.



Offering simplicity, value and full capabilities, our labs ship anywhere in the USA - a perfect solution for both DSO's and individual practices.



When aesthetics matter most, our most experienced craftsmen provide meticulously prepared, beautiful dental restorations.



NDX offers cutting-edge surgical guides and digital preparation services, such as the rSequence® Guided Prosthetics® Kit Workflow.

Goals

National Dentex Corporation wanted to establish a new digital channel for the company that aligns marketing, sales, operations, national/local labs and national commercial accounts. The new digital channel's goals include:

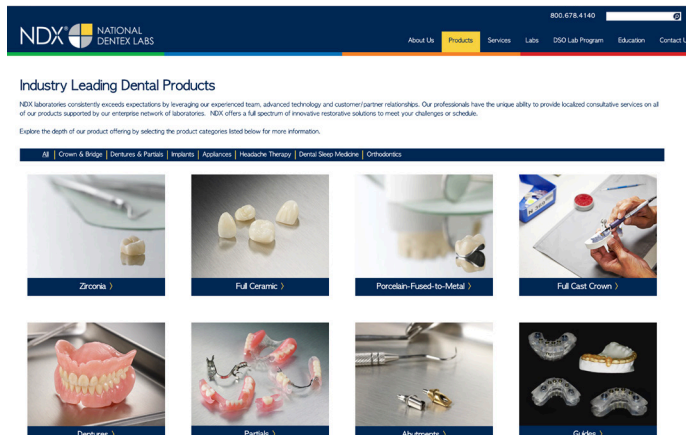
- Attract new business
- Increase revenue per client
- Enhance loyalty and retention

New Local Lab Template

In addition, National Dentex wanted to ensure that, as new labs were acquired and rolled into their network, their Marketing team had the tools to quickly build a new website within the corporate Kentico install. The goal was to provide a foolproof method for non-technical Marketing team members to quickly and efficiently build a new site using the existing Local Lab website template, and only need to customize content and imagery for that specific lab.

Globally Managed Content

The National Dentex local lab sites needed to utilize global content, since the goal of the company was to continually add local labs sites as they continued to grow their network. With the network of labs sharing much of the same product line, NDX wanted to be able to create and manage content globally so as to avoid the need to update information across 30+ websites.



Challenge

Globally Managed Content with Ability to Override

- NDX had 30+ local lab sites that shared almost all of the product details and information. NDX wanted to be able to manage the product content (and other content on the site) globally, but also have the ability to override that global content if a particular lab and specific product information they wanted to display that was different than the global content.
- In addition to products being global, NDX also has educational items (documents, Webinars, videos, etc.) that are used across multiple labs. NDX needed the ability to choose to show education items across all

labs within the network, or to be able to specify individual labs to display the content on.

Easily and Quickly Create Websites for New Labs Added to Network

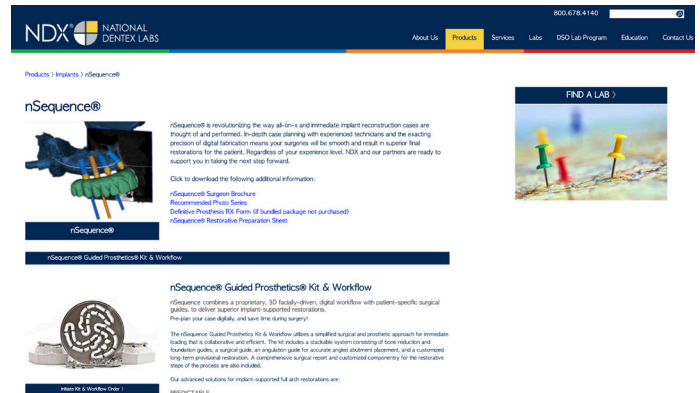
- NDX is continuing to grow their network of labs and with each lab they add to their network, they need a new website created for it. NDX wanted the ability for their Marketing team to quickly and easily create new websites for the new labs, without needing to pull in development resources.

Campaign Landing Pages

- NDX needed the ability to create and manage landing pages for their many campaigns that run across the entire network as well as for individual labs.

Local Lab Search

- NDX wanted to enable a website user to search their local labs to find a lab close to them.



Solution

Globally Managed Content with Ability to Override

- Wakefly leveraged Kentico's "Linked Documents" to allow NDX to create a page on one site, and then link to that page from any other site. For example, NDX created all of its product pages on the NDX corporate website. With each new site that was created, NDX then simply added a "linked document" to the new site, pointing to the NDX corporate site page. Any change made on any of the linked documents on any of the sites would then be reflected across all of the linked documents.
- In the event where a product needed to be different for a specific lab, NDX could create a copy of the product from the corporate site and then edit that product for that specific lab.

Easily and Quickly Create Websites for New Labs Added to Network

- Using Kentico's Site Wizard, Wakefly developed a process for the NDX marketing team to quickly create new websites as new labs were acquired and added to the NDX lab network. Wakefly provided clear

and concise step-by-step instructions for the marketing team to walk through in order to create the new site, add content, and prepare the new site for launch, all without the need to involve a development resource.

Campaign Landing Pages

- Using Kentico’s Linked documents, and embedding Pardot forms, Wakefly set up multiple versions of landing pages for the NDX marketing team to quickly create landing pages in support of their marketing campaign efforts.

Local Lab Search

- Wakefly utilized Kentico’s Custom Tables, a Repeater and query string-driven macros to allow the site visitor to search either by state or zip code for a local lab.

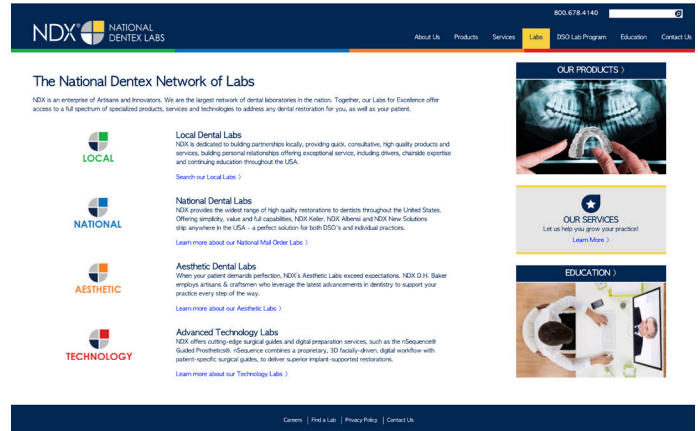
Results

Wakefly completed the redesign project and migration to Kentico for National Dentex in just over 4 months. The website went live on June 19th and as of October 27, 2017 has already achieved the following results (a comparison to the 4 months before launch, February 10, 2017 to June 18, 2017):

- 64% increase in pageviews
- 14% increase in average session duration
- 21% increase in organic search
- 30+ additional sites launched since launch of corporate website

Key Criteria for Choosing Kentico

Kentico was recommended to NDX by Wakefly, as NDX identified they wanted to be able to share content across multiple sites but on a single instance. Kentico’s rich out of the box feature set, easy to use content administrator interface, and EMS marketing features (for potential future use), made it an attractive choice for NDX to use across their corporate and multiple lab sites.



Wakefly

Wakefly is one of the oldest and most experienced Kentico Solution Partners. Wakefly has been a Kentico Gold partner since the inception of the partner program in 2008. Our vast portfolio of highly technical and marketing-focused websites allowed us to achieve Kentico’s highest honor, Quality Expert.

Whether you are in the market for a new website or just need help to make updates to an existing Kentico site, we can act as an extension of your team to help you achieve your goals. Wakefly’s entire project team has experience working with Kentico, including certified developers and EMS certified marketers, so you can feel confident entrusting us with your site.

Wakefly creates digital experiences that matter. We craft unified, online marketing strategies to help you to reach more prospects and customers. Our methodical, data-driven approach ensures that we engineer the digital solution that’s right for you.

