

# Driving Patients to Your Practice through Consumer Media

Promoting the Essilor Ultimate Lens Package and **Ultimate Offer** to consumers all year long!

**2.7**  
**BILLION**  
**IMPRESSIONS**

3X MORE  
IMPRESSIONS  
vs 2017

## NATIONAL TELEVISION

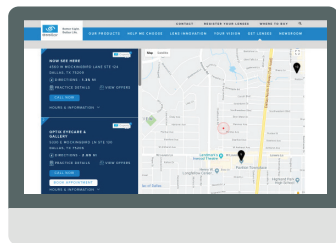
On air now, running on all of the popular networks

**1.1**  
**BILLION**  
**IMPRESSIONS**  
**DIGITAL**

**1.6**  
**BILLION**  
**IMPRESSIONS**  
**TV**

## DYNAMIC DIGITAL ADVERTISING

Dynamically optimized digital media that reaches ready-to-buy consumers with the right message and is 150% more effective at driving ECP searches



## ECP LOCATOR

On EssilorUSA.com is optimized with new profile pages designed to drive patients to book with your practice

  
**ESSILOR**  
**EXPERTS™**  
**DIGITAL PRACTICE**  
**ADVERTISING**

Generating an average of at least **75** patient leads, per month, per practice!

**75**  
**LEADS<sup>2</sup>**  
**PER PRACTICE**  
**PER MONTH**

With Essilor's support, you will have **MORE OPPORTUNITIES** to provide patients our best in **vision, clarity, and protection.**

<sup>2</sup> Per month on average.