

How a Simple Website A/B Test Boosted CTR by 221% for DentalSave


A Case Study
with DentalSave



About the Client

DentalSave provides affordable dental discount plans across the U.S., enabling members to save significantly on dental care without the hassle of traditional insurance.

Their extensive network of over 40,000 dentists ensures easy access to quality treatments nationwide.




MY ACCOUNT PRICING HOW IT WORKS DENTIST SEARCH SAVINGS ▾ RESOURCES ▾ PARTNERS ▾

Save 25-50% off all dental procedures with DentalSave

Unlock a world of savings with just one DentalSave membership, starting as low as \$9.99 a month.

- ✓ No additional fees
- ✓ Start using your benefits as soon as you sign up
- ✓ Vision, Hearing & Prescription Drug Discounts

[See Plans](#)



Challenge



The homepage CTA in the hero section underperformed



Users were more likely to click a different CTA lower on the page

The only difference?
The button text.

Swipe for the Solution



Solution

We ran an A/B test:

- **Version A:** “Start Saving” (original)
- **Version B:** “See Plans” (test version)
- **50/50** traffic split over 2–3 weeks.

Before

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Start Saving



After

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See Plans



Results



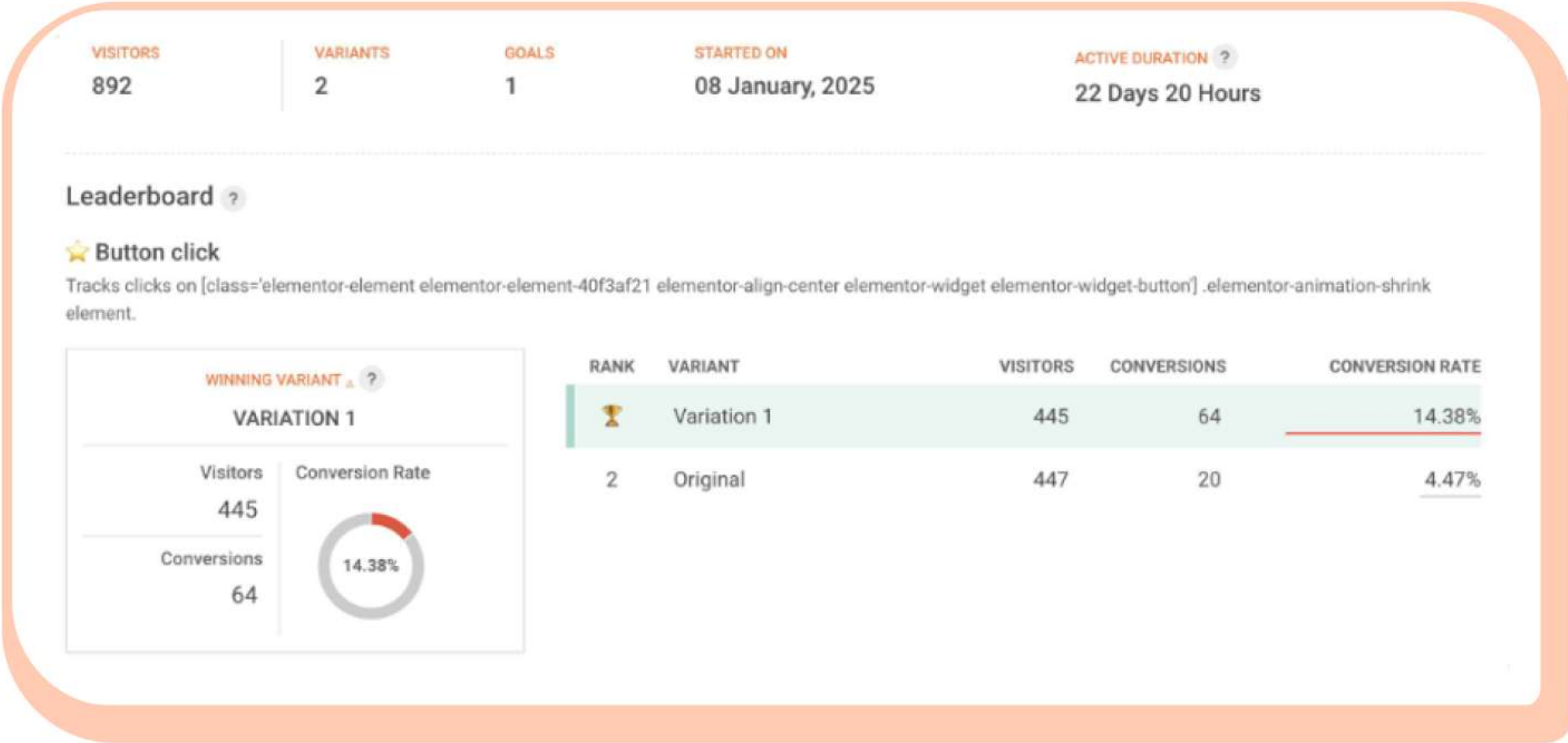
CTR increased **by 221%**



Target conversions grew **by 13%**



“See Plans” became
the new homepage default



Testimonial



Naoufel Benkerroum

VP of Operations at DentalSave

Working with Aimers has been a game changer for our business. Their expertise in online advertising has truly elevated our digital strategy. Right from the beginning, they made it a priority to fully understand our objectives and crafted campaigns that align perfectly with our goals. What sets Aimers apart is their exceptional communication and customer care. Their transparency, coupled with a focus on measurable outcomes, has made them an invaluable partner in our growth.

