



How a Page Redesign Helped DentalSave Drive New Customers

CRO

B2C

DentalSave provides affordable dental discount plans across the U.S., helping members save 25–50% on treatments from a network of over 40,000 dentists nationwide. Unlike traditional insurance, DentalSave provides instant activation, no paperwork, and transparent savings, making dental care more accessible for thousands of families.

Brief Overview



Previously, we shared how a simple A/B test comparing different CTA button texts helped us significantly increase website conversions for DentalSave.

This time, we're highlighting a case built around more impactful changes - updates that not only improved engagement and on-site conversions, but also significantly increased the chances of **acquiring new customers and driving plan purchases**.

Origin of the Test



During regular behavior analysis, we noticed that many users were engaging with the “How It Works” page but **not progressing further into plan selection**, especially compared to other core pages.

The original page was slightly outdated: its visual style didn't match the rest of the site, the content was scattered and inconsistent, trust signals were missing, and low-contrast visuals made the information harder to read. As a result, the next steps in the user journey felt less intuitive for new visitors.

The hypothesis was straightforward:

A cleaner, more intuitive 'How It Works' page would reduce friction and increase conversions across all plan types.

Testing Methodology

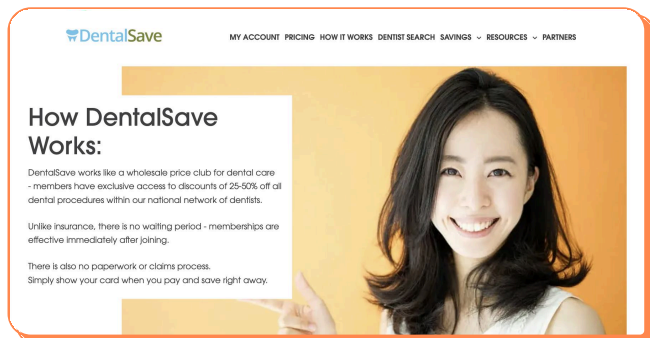


To validate the impact of the redesign, we ran an A/B test

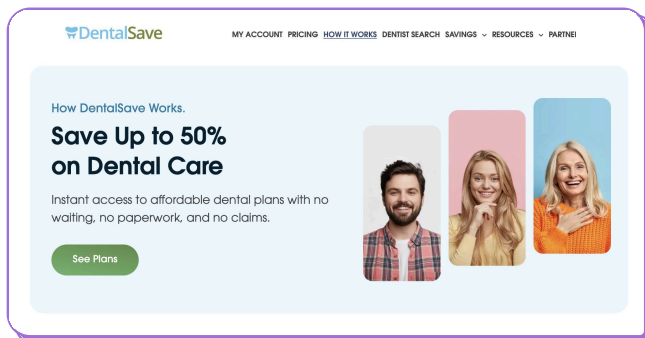
- **The Control version** - the original "How It Works" layout.
- **The Test version** - a redesigned version with modernized visuals, a clearer structure, stronger value communication, and more visible navigation toward pricing options.

Hero Section

Before

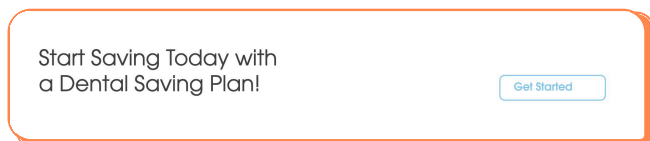


After

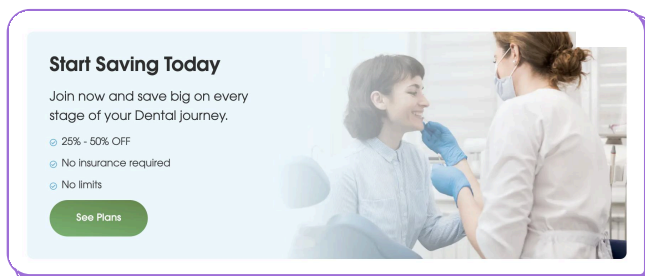


CTA Section

Before



After



How it Works Section

Before

MY ACCOUNT PRICING HOW IT WORKS DENTIST SEARCH SAVINGS RESOURCES PARTNER

Start Saving with Three Easy Steps

STEP 1

Choose Your Plan

STEP 2

Find Your Dentist

STEP 3

Show Your Card to Save

STEP 2

Find a DentalSave Provider

Easily find a participating provider with our easy to use Dentist Search Tool.

Search by keyword or location. Need a nearby Orthodontist? Looking for a Dr. Smith in Pleasantville? Want to see how many oral surgeons are within 50 miles? No problem.

With over 40,000 dentist locations nationwide, DentalSave gives you easy access to affordable local dentists.

Search Dentists

STEP 3

Show Your Card and Save

Make an appointment with your DentalSave provider and show your membership card when you arrive.

Discounts are applied to your bill and there is no claims process. Simply pay your dentist the discounted rate.

Get Started

After

MY ACCOUNT PRICING HOW IT WORKS DENTIST SEARCH SAVINGS RESOURCES PARTNERS

Start Saving in Just 3 Simple Steps

Step 1

Pick the Right Plan for You

Step 2

Select a Participating Dentist

Step 3

Show Your Card and Enjoy Instant Savings

See Plans

Simple Steps to Big Savings

Our dental discount plan reduces every dental bill by 20-50%. All procedures are included – from regular cleanings to root canals. There are no caps on savings or limits on use (unlike insurance).

1

Choose Your Plan

Select from Individual, Dual, or Family memberships based on your needs. All plans include dental savings as well as vision, hearing, and prescription drug discounts

See plans

Individual

Dual

Family

2

Find a Provider

Easily find a participating provider with our easy to use Dentist Search Tool. With over 42,000 dentist locations nationwide, DentalSave gives you easy access to affordable local dentists.

Explore more

Over 42,000 locations

3

Mention the Network Name

Make an appointment with your DentalSave provider and show your membership card when you arrive. Discounts are applied to your bill and there is no claims process. Simply pay your dentist the discounted rate.

See plans

Membership card

Plans Section

Before

MY ACCOUNT PRICING HOW IT WORKS DENTIST SEARCH SAVINGS RESOURCES PARTNERS

STEP 1

Choose the Right Plan For You

DentalSave offers plan options for every family and budget. First, choose how many people you want to join and then if you want to pay each month or annually.

There are no limits on use, so each family member saves every time they go to the dentist. Period.

All plans include dental savings as well as vision, hearing, and prescription drug discounts.

View Plans

INDIVIDUAL

\$9.99 / Mo

\$99 / ANNUALLY

20 - 50 % off Every Visit at Participating Dentists

Vision Savings

Hearing Savings

Prescription Drug Savings

DUAL

\$14.95 / MO

\$165 / ANNUALLY

20 - 50 % off Every Visit at Participating Dentists

Vision Savings

Hearing Savings

Prescription Drug Savings

FAMILY

\$17.95 / MO

\$199 / ANNUALLY

20 - 50 % off Every Visit at Participating Dentists

Vision Savings

Hearing Savings

Prescription Drug Savings

After

DentalSave Plan Options

DentalSave offers a variety of plan and payment options for every family and budget. Choose your plan and start saving today!

Monthly

Yearly

All plans include

\$20 activation fee

Immediate access

20-50% Off Every Dental Visit with a Participating Location

Access to over 10,000 DentalSave dental locations

Access to over 40,000 Careington dental Locations

Vision Savings with EyeMed

Prescription Drug Savings with MedImpact

Hearing Savings with Amplifon

Vision, Hearing & Prescription Drug Discounts.

INDIVIDUAL MEMBERSHIP

\$9.99/month

Join now

DUAL MEMBERSHIP

\$14.95/month

Join now

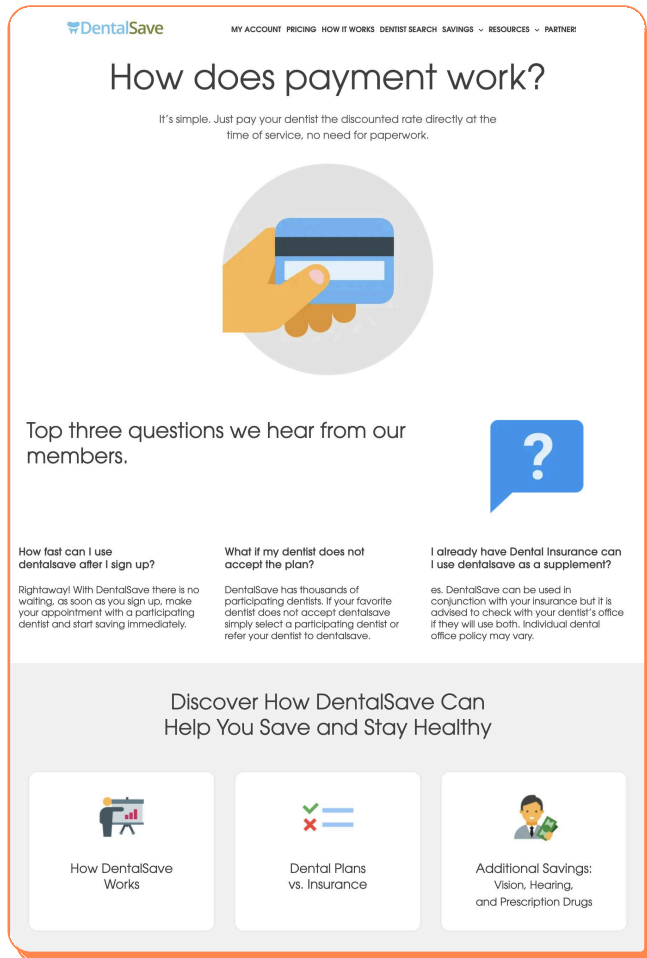
FAMILY MEMBERSHIP

\$17.95/month

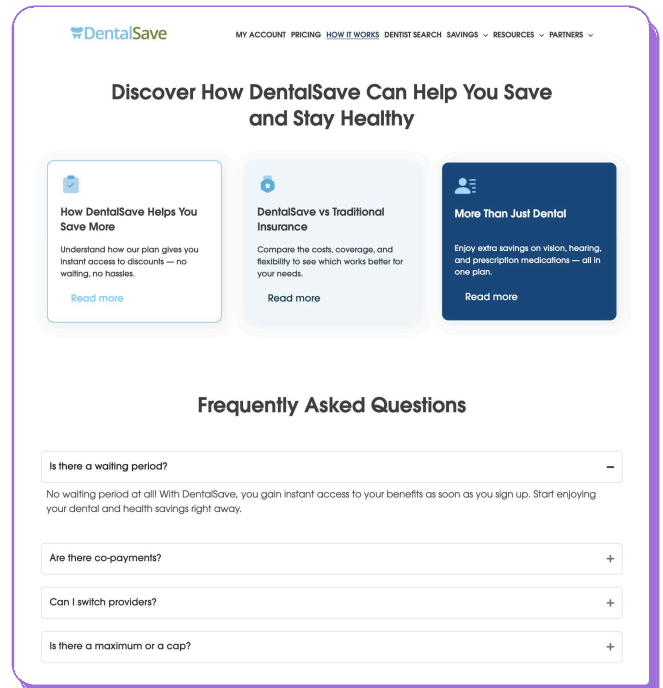
Join now

FAQ & Additional info Sections

Before



After



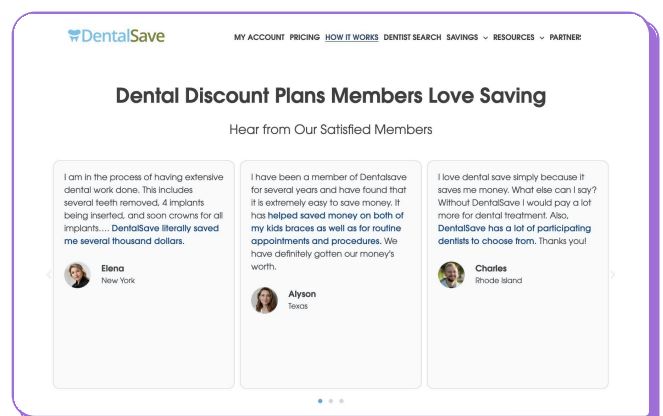
Testimonials Section

Before

No Testimonials section.

After

We added a dedicated testimonials section to build trust and help users feel more confident when choosing a plan.



Results



The redesigned version **significantly outperformed** the original across all plan conversion points:

Individual Plan:

Original- **0%** conversion rate

Variant 1 - **0.51%** conversion rate

Dual Plan:

Original- **0%** conversion rate

Variant 1 - **0.3%** conversion rate

Family Plan:

Original- **0%** conversion rate

Variant 1 - **0.1%** conversion rate

While the original version generated zero conversions during the test period, the redesigned variant directly drove **9 new customers** across all plans!

This result clearly indicates that the updated layout improved clarity, reduced friction, and **made it easier for users to move from “research” to “action,”** especially for new visitors unfamiliar with dental discount structures.

Next Steps



With such a decisive win, we **implemented the redesigned page right away** and continued monitoring performance as part of our CRO cycle.

This test clearly shows how one strategically enhanced page can drive substantial impact - boosting engagement, improving user clarity, and ultimately increasing customer acquisitions.

Beyond the performance lift, the redesign also boosts trust and brand perception - both essential in a category where users seek reassurance before making a purchase decision.