



# How a Page Redesign Helped DentalSave Drive New Customers

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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The original page was slightly outdated: its visual style didn't match the rest of the site, the content was scattered and inconsistent, trust signals were missing, and low-contrast visuals made the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

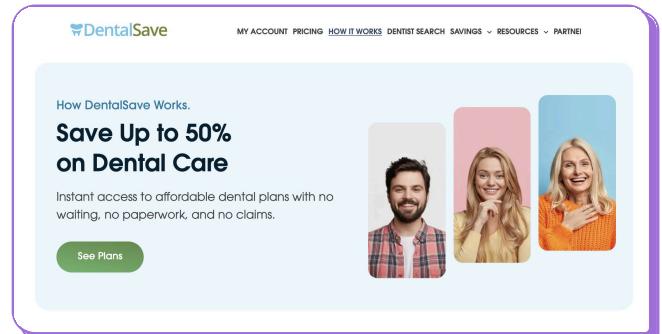
- **The Control version** - the original "How It Works" layout.
- **The Test version** - a redesigned version with modernized visuals, a clearer structure, stronger value communication, and more visible navigation toward pricing options.

## Hero Section

Before

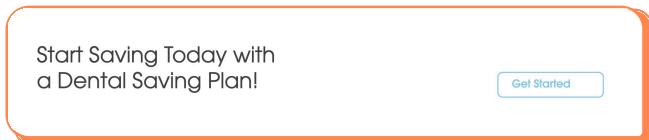


After

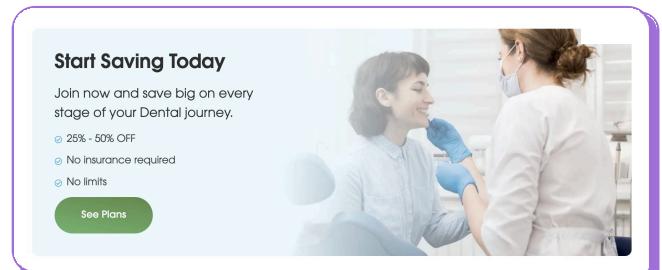


## CTA Section

Before



After



# How it Works Section

## Before

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

### 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](#)



**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](#)



**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](#)

# 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	DUAL	FAMILY
\$9.99 / Mo	\$14.95 / Mo	\$17.95 / Mo
\$99 / ANNUALLY	\$165 / ANNUALLY	\$199 / ANNUALLY
20 - 50 % off Every Visit at Participating Dentists	20 - 50 % off Every Visit at Participating Dentists	20 - 50 % off Every Visit at Participating Dentists
Vision Savings	Vision Savings	Vision Savings
Hearing Savings	Hearing Savings	Hearing Savings
Prescription Drug Savings	Prescription Drug 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	<a href="#">Join now</a>
DUAL MEMBERSHIP	\$14.95/month	<a href="#">Join now</a>
FAMILY MEMBERSHIP	\$17.95/month	<a href="#">Join now</a>

# FAQ & Additional info Sections

Before

How does payment work?

It's simple. Just pay your dentist the discounted rate directly at the time of service, no need for paperwork.

Top three questions we hear from our members.

How fast can I use dentalsave after I sign up? Rightaway! With DentalSave there is no waiting, as soon as you sign up, make your appointment with a participating dentist and start saving immediately.

What if my dentist does not accept the plan? DentalSave has thousands of participating dentists. If your favorite dentist does not accept dentalsave, simply select a participating dentist or refer your dentist to dentalsave.

I already have Dental Insurance can I use dentalsave as a supplement? DentalSave can be used in conjunction with your insurance but it is advised to check with your dentist's office if they will use both. Individual dental office policy may vary.

Discover How DentalSave Can Help You Save and Stay Healthy

- How DentalSave Works
- Dental Plans vs. Insurance
- Additional Savings: Vision, Hearing, and Prescription Drugs

After

Discover How DentalSave Can Help You Save and Stay Healthy

How DentalSave Helps You Save More

DentalSave vs Traditional Insurance

More Than Just Dental

Frequently Asked Questions

Is there a waiting period?

No waiting period at all! With DentalSave, you gain instant access to your benefits as soon as you sign up. Start enjoying your dental and health savings right away.

Are there co-payments?

Can I switch providers?

Is there a maximum or a cap?

# 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.

Dental Discount Plans Members Love Saving

Hear from Our Satisfied Members

Elena, New York: I am in the process of having extensive dental work done. This includes several teeth removed, 4 implants being inserted, and soon crowns for all implants.... DentalSave literally saved me several thousand dollars.

Alyson, Texas: I have been a member of DentalSave for several years and have found that it is extremely easy to save money. It has helped saved money on both of my kids braces as well as for routine appointments and procedures. We have definitely gotten our money's worth.

Charles, Rhode Island: I love dental save simply because it saves me money. What else can I say? Without DentalSave I would pay a lot more for dental treatment. Also, DentalSave has a lot of participating dentists to choose from. Thanks you!

# 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.