



# How Our Creative Service Drove Up to 56% More Conversions at a Lower CPA

**DentalSave** provides members with access to affordable dental care, offering 20–50% savings at over 42,000 dentists across the U.S. With no waiting periods or annual limits, it's a simple and cost-effective solution for individuals and families. Members also receive discounts on vision, hearing, and prescriptions.

## Challenge



We have been working with DentalSave **for over 7 years**, managing PPC campaigns across multiple platforms and handling CRO for the entire website.

A key driver of campaign performance, especially on social platforms, has always been **creatives**. For a long time, **we worked with assets provided by the client**; however, over time, we encountered **a few challenges**:

- **Creative updates:** While new creatives were regularly provided, updates based on performance insights were sometimes delayed due to the client's busy schedule. This made it harder to keep campaigns fresh, avoid ad fatigue, and maintain stable performance.
- **Audience-specific creatives:** DentalSave serves multiple customer segments, each requiring tailored messaging. However, the client's team didn't always have the capacity to produce enough variations, which limited how effectively we could engage each audience.
- **Cross-channel consistency:** Keeping a consistent brand and messaging across platforms while adapting creatives for different audiences wasn't always easy, which sometimes led to inconsistencies across channels.

- **Speed of adaptation:** As the market evolved and competition increased, creatives were not always updated quickly enough. Over time, some messaging and visuals became less relevant for specific audiences.
- **Data-driven execution:** Since creatives were developed outside the Aimers team, performance insights weren't always fully reflected in new assets. As a result, key learnings such as top-performing messaging weren't consistently carried into the creative process.

These insights led us to rethink the creative production process and move toward a more flexible, integrated approach better aligned with campaign performance.



## Solution



We proposed testing a continuous creative service managed by our in-house graphic designer within the project team.

This full-service solution started operating in July 2025 and applied to all platforms where graphic assets were actively used.

We started by refreshing the existing creatives used in our campaigns. Then we gradually introduced more targeted assets, tailoring messaging by channel, with different approaches for search and paid social.

This way, we implemented a **more structured, data-driven workflow** – with continuous testing, faster iterations, and direct integration of performance insights into the creative process. This allowed us to quickly scale top-performing messaging and adapt creatives based on real-time results, creating a **faster feedback loop** between performance data and creative execution.

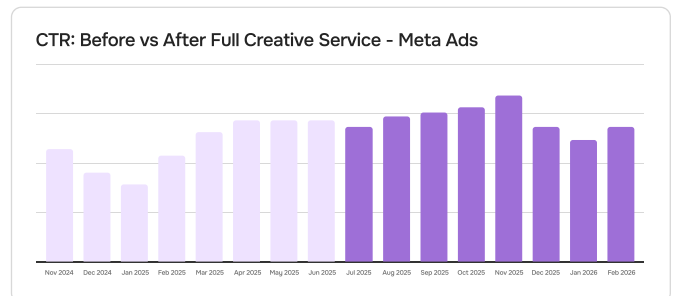
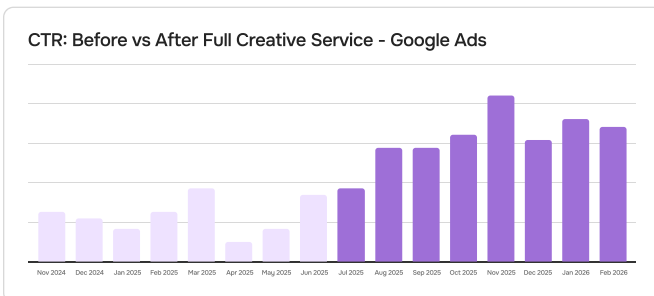
## Results



This close collaboration between the PPC team and the graphic designer **quickly started delivering results**:

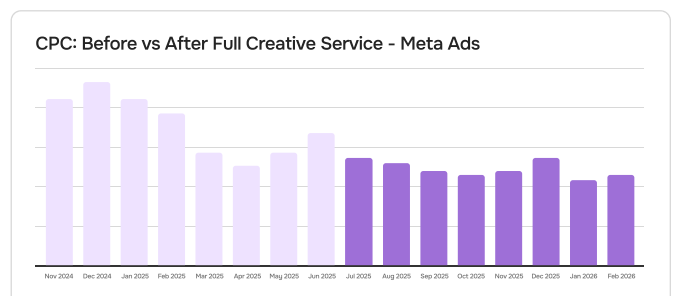
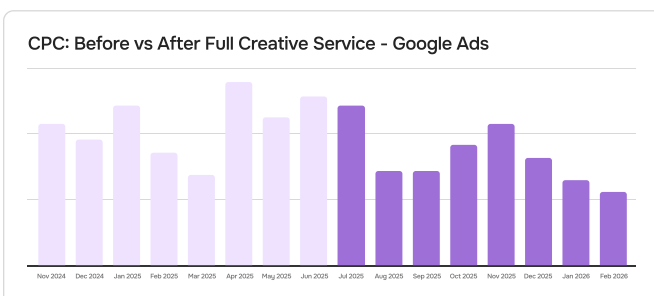
### CTR growth:

The most noticeable uplift came from Google Ads, **with a 154% increase in CTR**, compared to **+26% on Meta**. This is expected, as more relevant messaging has a stronger impact in high-intent search environments.



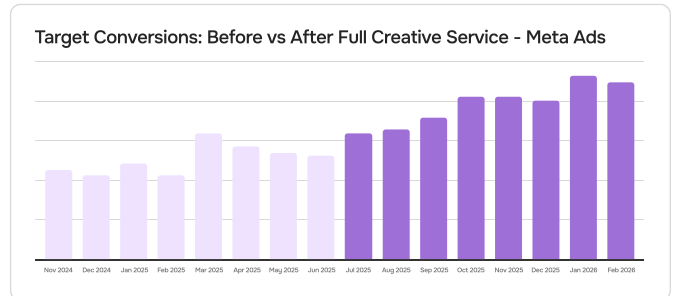
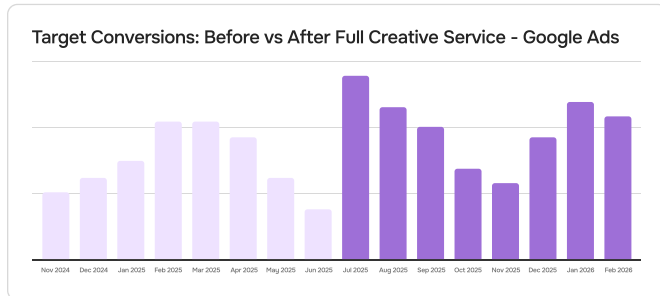
### Lower CPC:

We improved traffic efficiency across both platforms, reducing CPC by 20% on Google and 34% on Meta, driven by more relevant and better-performing creatives.



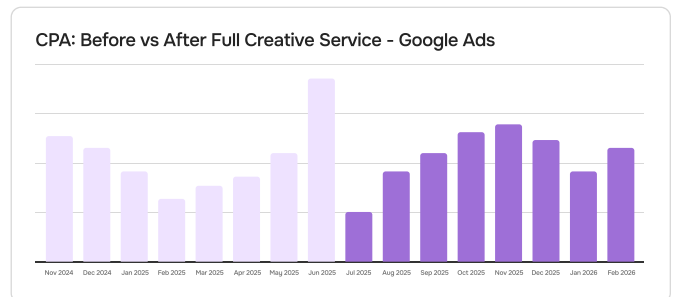
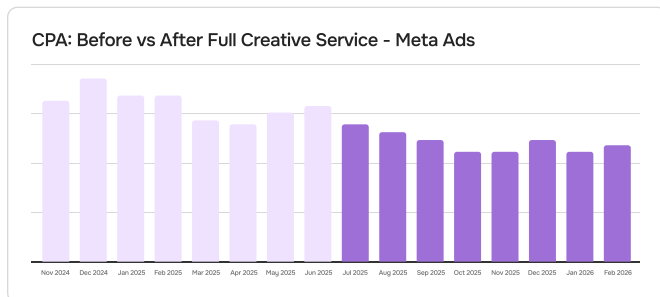
## Increase in conversions:

These improvements translated into stronger performance, with +32% growth in conversions on Google and +56% on Meta, showing the impact of more tailored, audience-specific messaging.



## Improved CPA:

On Meta, CPA decreased by 35%, reflecting both higher conversion rates and lower traffic costs. On Google, CPA remained largely stable, which is a positive outcome given the increase in conversion volume and scaling efforts.



# Conclusion



Overall, introducing our continuous creative production significantly enhanced both performance and efficiency.

This resulted in:

- **Stronger results at scale:** Improved outcomes without compromising efficiency, even as campaigns scaled
- **Creatives as a growth driver:** Messaging and visuals played a direct role in driving conversions, not just supporting campaigns
- **A structured testing approach:** A repeatable system to consistently test, validate, and scale top-performing creatives
- **More efficient spend:** Increased conversion volume while maintaining stable or improving CPA

Beyond the immediate gains, this approach also established a scalable system for ongoing optimization and continuous improvement.

Looking to achieve similar results? Let's discuss how we can apply this approach to your campaigns.