

How Scalix Booked Arini 90+ Demos and 17 Signed Clients From Google Ads in 3 Months

In three months, Scalix turned Google Ads into Arini's most reliable pipeline channel, one of paid search's narrowest and most competitive verticals, generating 90+ qualified demos and 17 signed clients from dental practice owners and DSO operators.

- 90+ — Booked Demos
- 17 — Signed Clients
- 29 — Active Pipeline
- 70% — Demo Growth MoM
- 3 — Months

About Arini

Arini was founded in 2024 by Abdul Jamjoom and Rami Rustom. The two launched Arini through Y Combinator's Winter 2024 batch after going door-to-door to dentists and shadowing them to see firsthand why the front desk was such a bottleneck to growth. It is now the leading AI receptionist for dental groups, trusted by hundreds of DSOs, dental groups, and private practices across the US and Canada. Its AI front desk answers every inbound call 24/7, books appointments, handles emergencies, and integrates natively with OpenDental, EagleSoft, and Denticon.

Background

When Scalix took over Arini's Google Ads account in late December 2025, paid search was delivering inconsistent demo volume in a niche vertical where every qualified lead carries high strategic value. Arini is part of a competitive, niche audience. Generic SaaS playbooks would not work here. The buyer is specific, the keywords are expensive, and the margin for targeting error is close to zero.

What it needed was a paid search engine that could consistently reach practice owners and operators, book demos at a predictable cost, and hold its own under sustained competitor

pressure. Within three months, Scalix turned Google Ads into Arini's most reliable pipeline channel. 90+ qualified demos booked, 17 converted to signed clients, and 29 more still active in pipeline at the close of Q1.

Challenges

Challenge #1: A Narrow, High-Value Buyer With Zero Room for Waste

Dental practice owners, office managers, and DSO operators make up a small, hard-to-reach audience, leaving us with almost no room for inefficient spend.

- Any targeting drift meant burning budget on visitors who would never convert.

Challenge #2: Sustained Competitor Pressure Inflating Costs

Well-funded AI voice and dental software competitors were aggressively bidding on category keywords, driving costs up across the board.

- Efficient reach required a smarter structural approach than simply trying to outspend competitors on the same keywords.

Challenge #3: No Systematic Query Discovery

The account had no continuous mechanism for surfacing the search queries that actually drive qualified leads in this vertical.

- The highest-converting long-tail dental, AI receptionist, and missed-call queries were going undiscovered, leaving performance on the table.

Solution

We knew the buyer pool was small, keywords expensive, and competitors dominating the market with no holds barred. There was absolutely no room to guess. Every dollar had to be pointed at real buyer intent from day one.

Strategy 1: Buyer Intelligence and Account Architecture

We researched exactly how Arini's target buyers search for AI receptionist and front-desk solutions, so every targeting, bidding, and messaging decision was grounded in real buyer intent instead of assumptions. From there, we structured the account around distinct intent layers, each with its own budget and independent performance signals, so we could scale what worked without one campaign's results blurring into another's.

Strategy 2: Continuous Query Discovery

We built a systematic process to surface new high-converting search queries across dental, AI receptionist, and themes around missed-call intent. Instead of relying on a fixed keyword list, the account kept finding new pockets of demand, giving it a compounding advantage that grew stronger every month.

Strategy 3: Competitor Interception and Brand Protection

We identified the exact moment prospects were actively evaluating rival AI voice solutions and positioned Arini's category-specific advantages, HIPAA compliance, native integrations, and 24/7 reliability, right at that decision point. At the same time, we locked down branded search intent to protect Arini's warm, word-of-mouth, and referral-driven traffic from being intercepted by competitors.

Ongoing Optimization

We ran a weekly pipeline quality review with the Arini team, feeding real conversion signals back into targeting and bidding. Each week's learnings compounded into better lead quality the next, which is why demo volume kept climbing month over month instead of holding flat.

Results

90+ qualified demos booked in three months. 17 signed clients. 29 more active in pipeline. A 70% increase in demo volume from December to March.

Demo volume grew every month of the engagement: 20 in December, 26 in January, 26 in February, and 34 in March. That is not a one-time spike. It is a compounding account that improved every week as new signals fed back into the system.

Of the 90+ demos booked, 17 converted directly to signed clients, and 29 more were still active in the pipeline at the close of Q1.

Business Impact

Scalix built Arini a consistent demo engine inside 90 days in one of paid search's most unforgiving verticals. Google Ads is now Arini's most reliable pipeline channel, structured to keep compounding as the query discovery engine and buyer intelligence mature.

17 signed clients are already closed and directly attributable to paid search. With 29 pipeline leads still converting, Q1 is still paying off.

Want Us to Build Your Google Ads Account From the Ground Up?