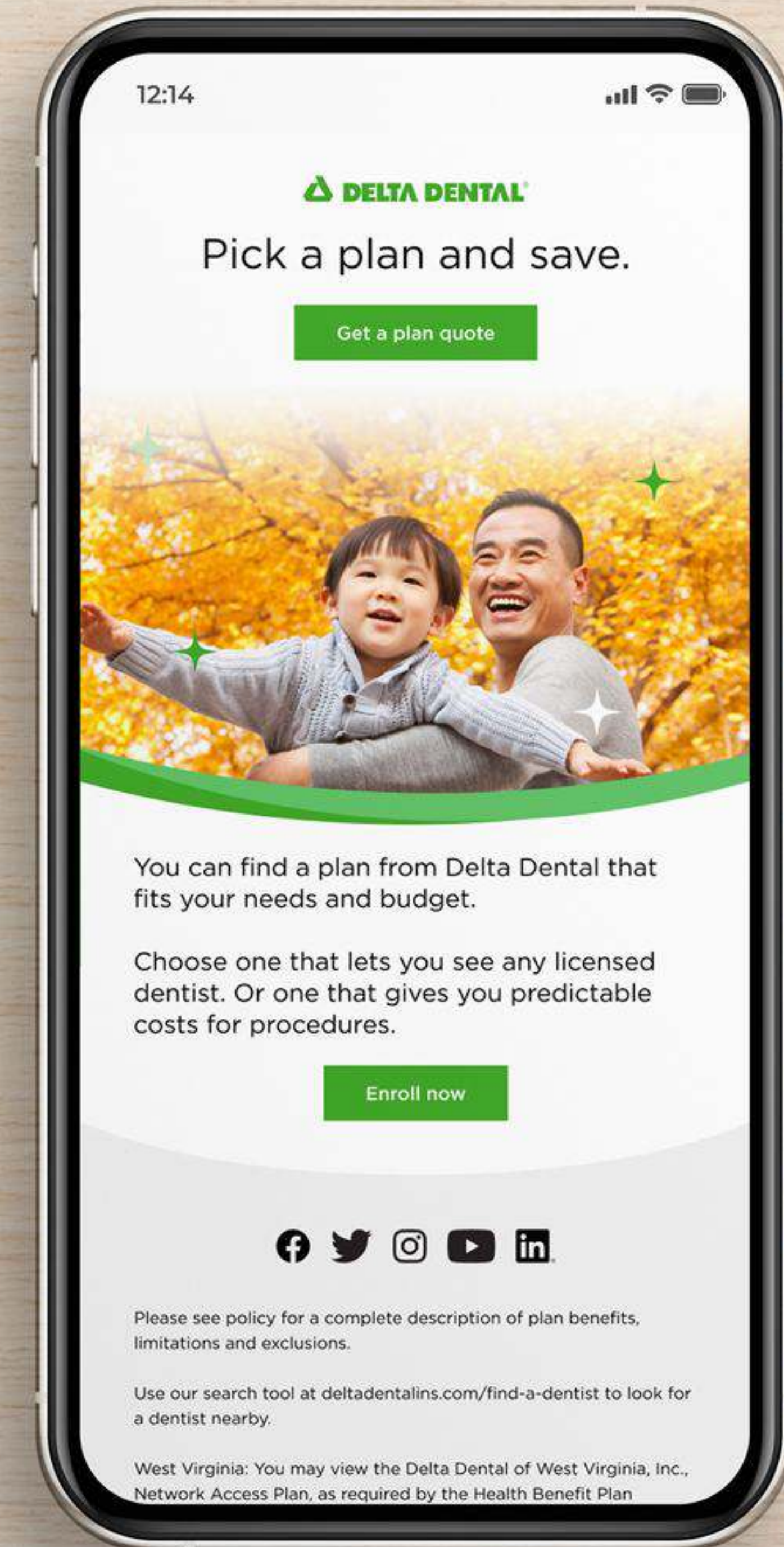



# Win back Emails

Our win back email series A/B tested two different messaging theories for a full year to better understand what motivates customers to re-enroll in a dental plan with us: health messaging or savings messaging.






Test A: Savings messaging



Control costs and help protect your budget.






Get a plan quote




Don't get caught without coverage.

Dental insurance can save you money. Our plans cover cleanings and exams,<sup>1</sup> and you'll save up to 40% on more advanced treatment.<sup>2</sup>


Enroll now





Cut dental costs up to 40%<sup>1</sup>






Get a plan quote




Delta Dental's insurance plans can save you money.

Cleanings and exams are covered.<sup>2</sup> If you need more advanced care, we've negotiated rates with dentists to save you up to 40%.<sup>1</sup>

Enroll now




Test B: Health messaging



From routine care to root canals, we've got you covered.<sup>1</sup>






Find your dental plan




Taking care of your health includes taking care of your mouth.<sup>2</sup>

Delta Dental's plans can help you stay on top of your cleanings and exams so you can prioritize your health. From preventive care to more complicated procedures, the right coverage is right here.


Compare plans now





Your mouth says a lot about your health.<sup>1</sup>

Find your dental plan



Oral health care is essential for overall health.<sup>2</sup>

An individual dental insurance plan from Delta Dental helps pay for preventive care. There are also options for you if you need advanced treatment. Don't wait. Get covered again.<sup>3</sup>

Compare plans now

