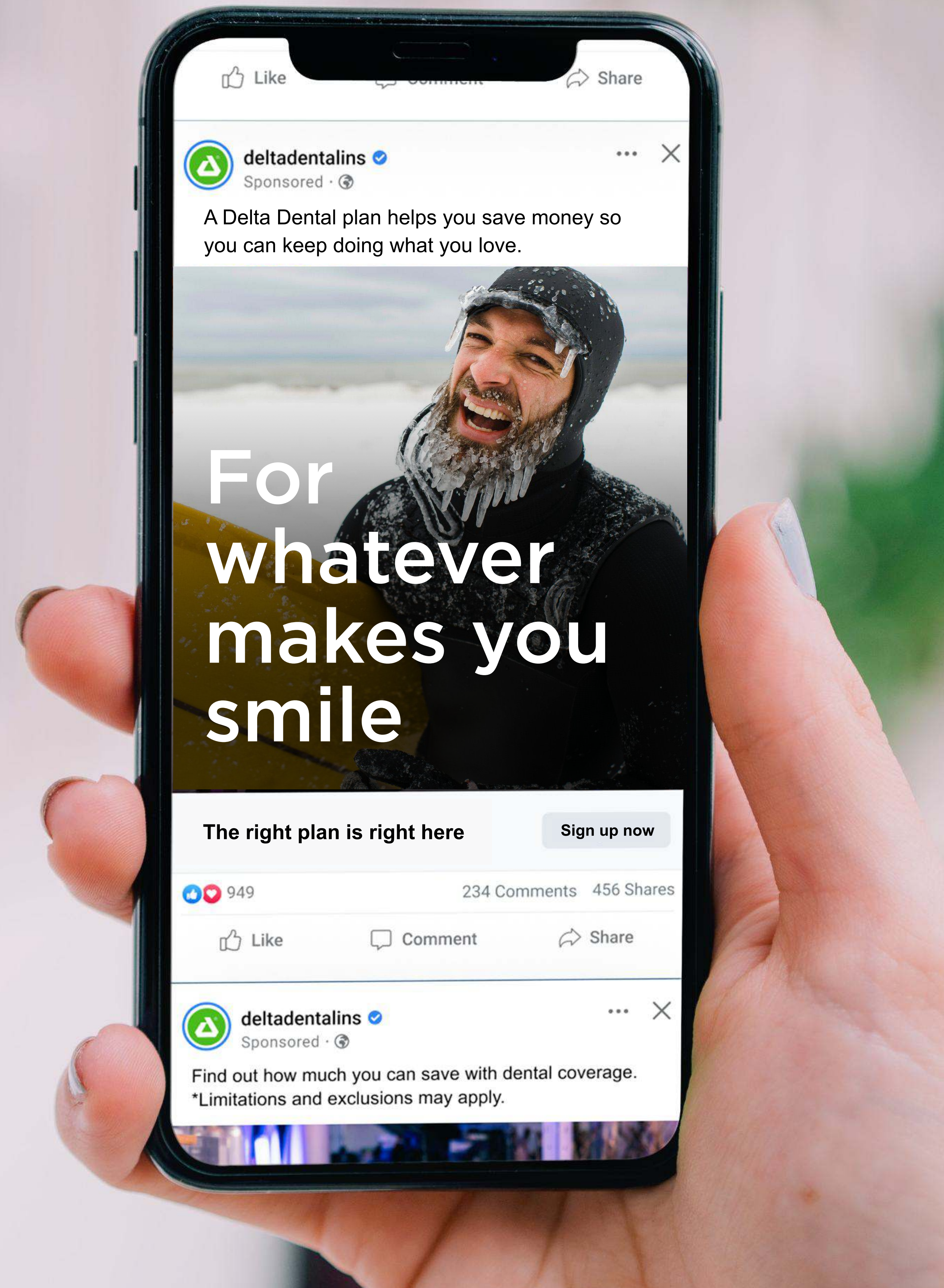



For Whatever Makes You Smile Campaign

This acquisition campaign celebrates the uniqueness of the individual – and the coverage that supports you “for whatever makes you smile.”



For this campaign, we created ads for Google, Meta and LinkedIn featuring fun and eye-catching images of people enjoying some unique hobbies or occupations. We paired that with copy supporting the value propositions for dental insurance and Delta Dental.




Delta Dental Insurance

4,500 followers

Promoted

A Delta Dental plan helps you save money so you can keep doing what you love.



For whatever makes you smile

The right plan is right here

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Deltadental.com

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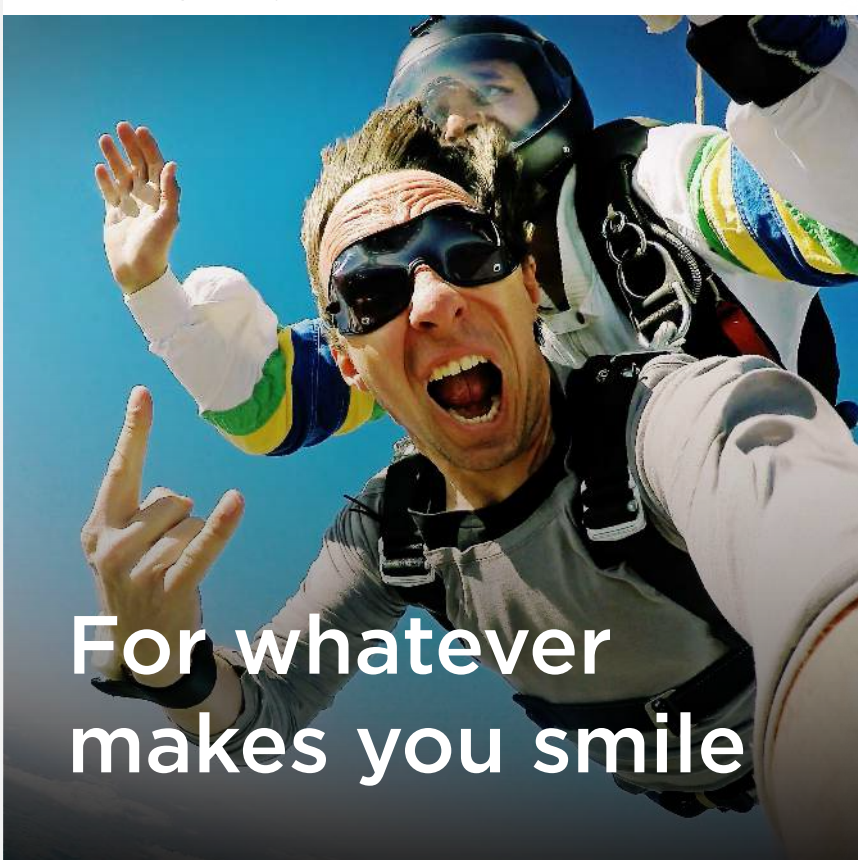
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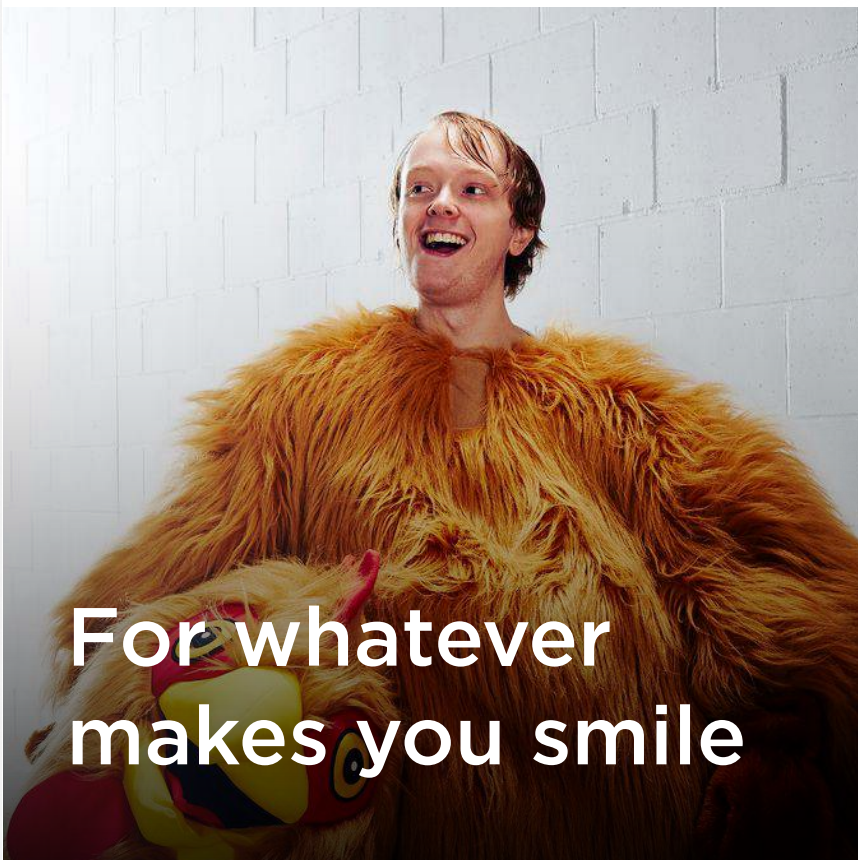
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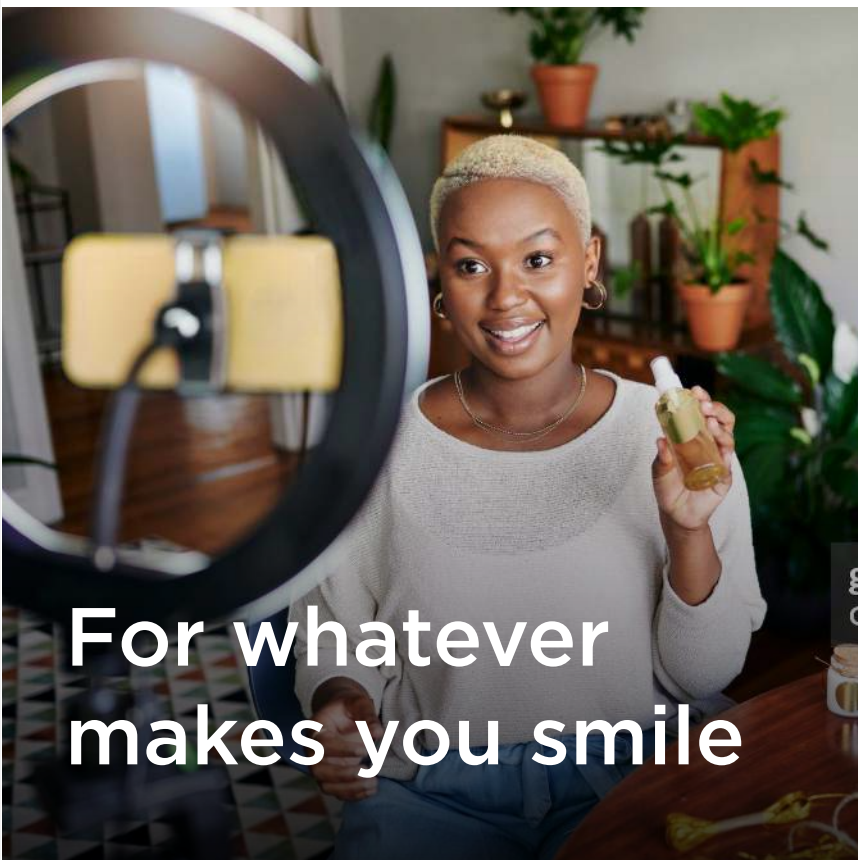
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Protect your teeth and your budget so you can keep doing what you love.



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4,500 followers

Promoted

Take control of your dental costs with plans from Delta Dental.



For whatever makes you smile

The right plan is right here

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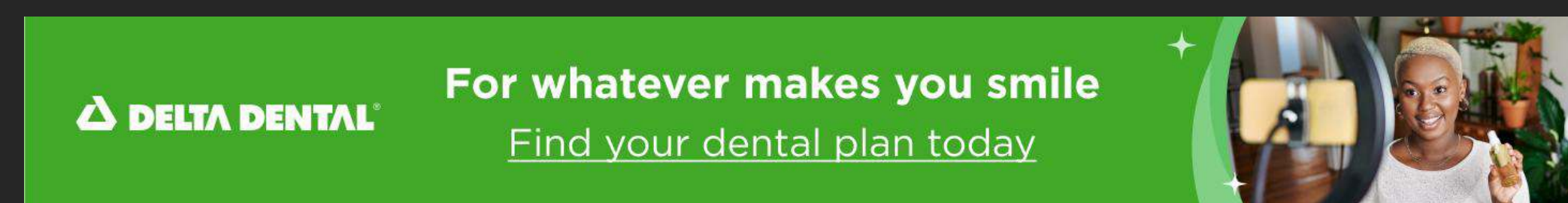
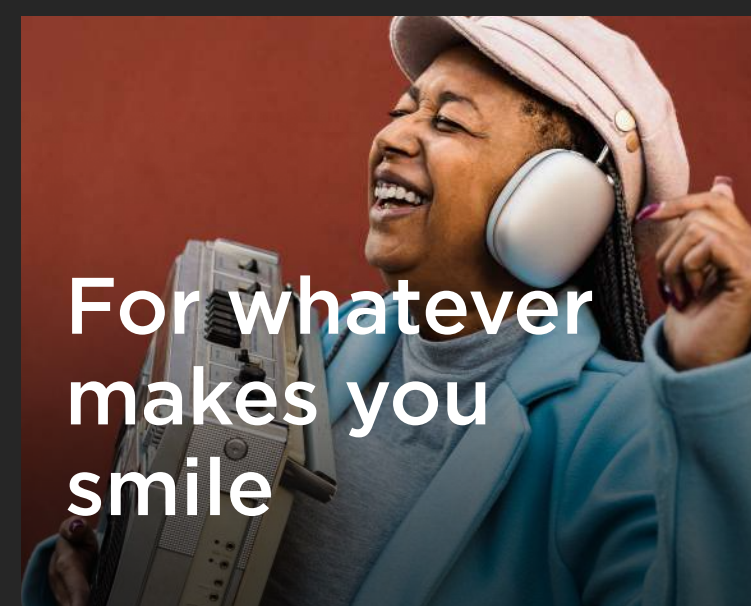
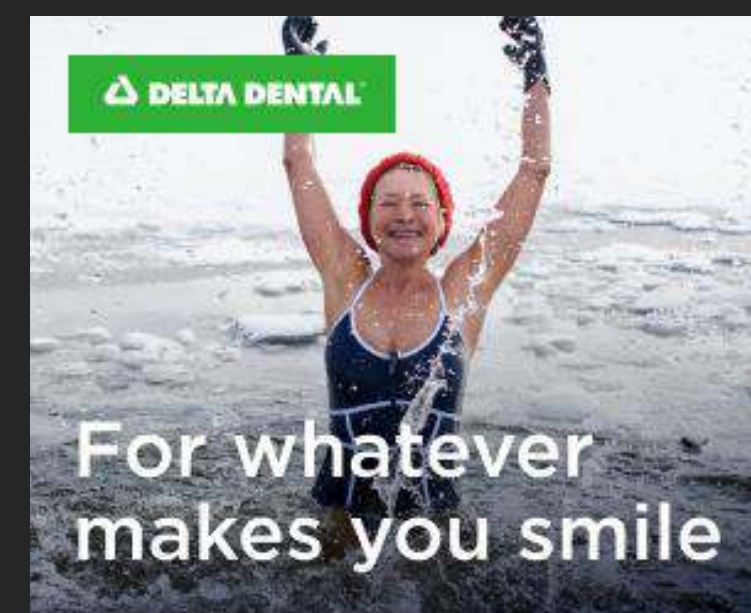
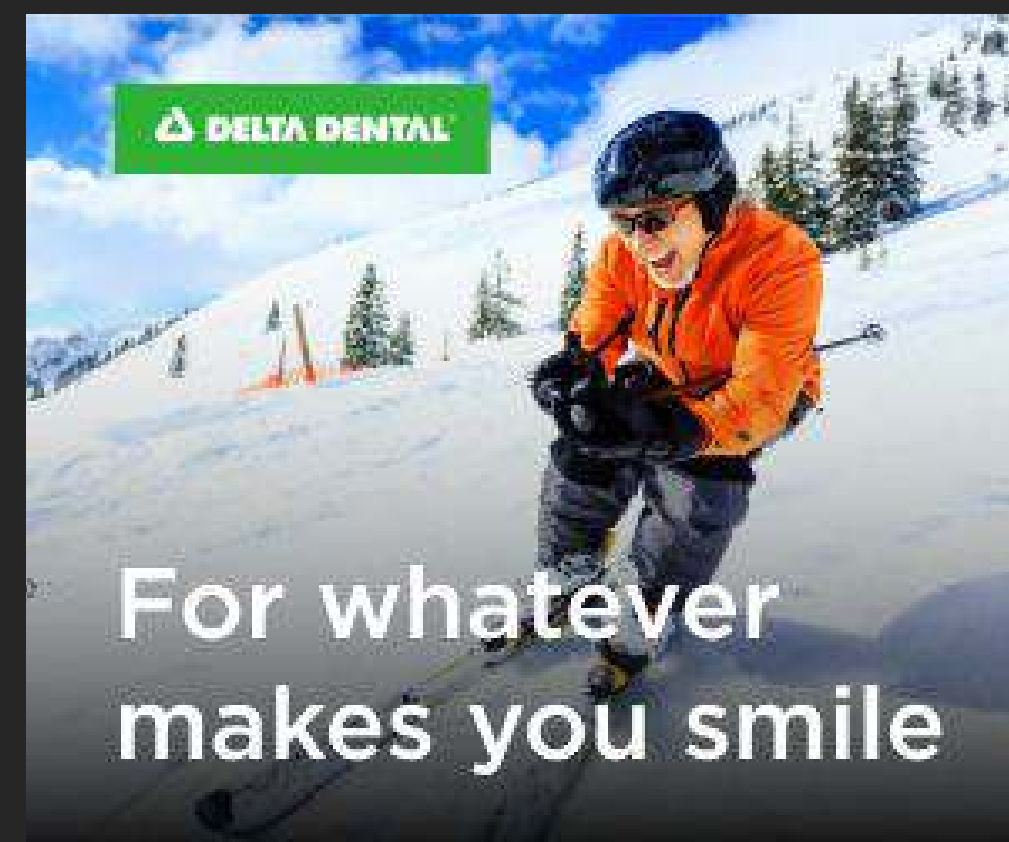
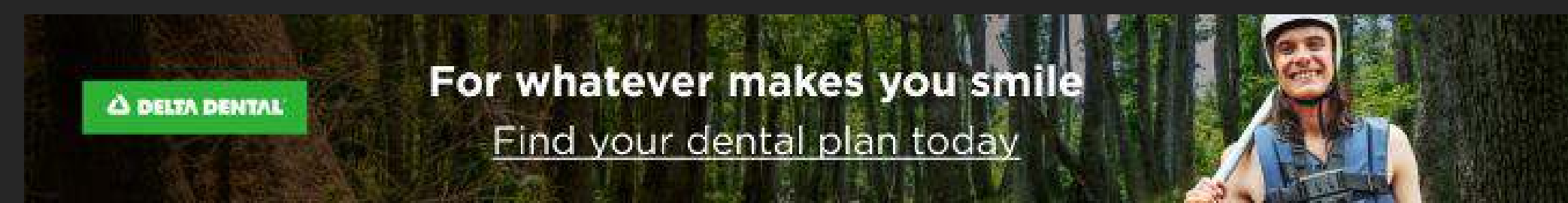
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This approach of leading with fun and following with sales was a winning combination. On Google, our **CTR was more than 6x** the industry average. On Meta, our average **CPC decreased significantly** from the previous year.

