



MAJOR HEALTHCARE PROVIDER **EXCEEDS** **2018/2019 SIGN-UP PERIOD GOALS.**

40% less

Budget compared to the previous year

37%

Increase in Calculator Completions vs PY

2 Week

Shorter Sign-up Period

97%

Video Completion on CTV

Client

Major Healthcare Organization

Industry

Healthcare Coverage

Goals

- Increase site traffic

Digital Channels

- Display Advertising
- Paid Search
- Programmatic Audio
- Connected TV
- Facebook
- Hyper Local Mobile

About The Client

As a major healthcare provider our client offers their customer plans with non-cost preventative and wellness care. The organization is focused on elevating healthcare in the community through outreach and educational programs offering affordable plans for customer with great doctors, hospitals, and clinics.

The Challenges:

Our client faced external challenges going into the 2018/2019 Affordable Care Act Sign Up Period. Changes in federal legislation created trade winds and changed the landscape in two significant ways. First, the personal mandate was removed, meaning that tax penalties were no longer in place for those that failed to enroll. Second, the length of the Sign-Up Period was reduced by two weeks. Couple these challenges with the fact that four years into the Affordable Care Act, a large portion of our target communities were already enrolled in a health plan, so the overall pool of new enrollees was diminished.

The client was also tasked with operating marketing initiatives for this enrollment period with significantly less budget. The budget was reduced by 40% as compared to the previous year.

Facing a difficult environment, our client’s marketing team was looking for a partner that would help them be more efficient and effective with their digital ad dollars to help them reach enrollment goals, while continuing to build awareness for our client’s brand.

Formulating the Process:

With such a diverse audience makeup, our team recommended to utilize an omni-channel strategy. Our team defines omni-channel marketing as a combination of unique marketing channels use in tandem to provide a full 360-degree experience for the end customer and deliver maximized reach for our client. An omnichannel strategy gives our team the ability to maximize results and budgets by dynamically allocating advertising dollars to the channels that are producing the desired outcomes. Our team comprised our channel mix to include **Display ads, Hyper Local Mobile, Search Advertising, Programmatic Audio, Facebook, and Connected TV.**



Reaching Diverse Communities

Our client provides services and coverage for a diverse community which our team took into account when defining targeting criteria. Our team built targeting segments and conversion tracking for these audiences to match the creatives as well as multiple language specific targeting.

We saw display ads outperform the industry benchmark by 3x** (Display, CVR on GDN for Health/Medical: .82%) Our converting tactics in Display advertising performed especially well when incorporating Behavioral Interest even surpassing Retargeting.

Search advertising produced a click thru rate of 4.3% with a **28% conversion rate outperforming industry benchmark by 24x**. Search resulted in over 11,000 clicks.

Source: Wordstream.com google-AdWords-industry-benchmarks

Our Target Audiences

- Family-oriented, female heads of households
- Families with children or expecting children
- Conscious of current events and news, particularly those related to health issues
- Likely to convert after multiple “touches” across all of the channels.

Display Advertising

18.5 M
IMPRESSIONS

.17%
CLICK THRU RATE
(CTR)

264 K
IMPRESSIONS

4.3%
CLICK THRU RATE
(CTR)

1.01 M
IMPRESSIONS

.08%
CLICK THRU RATE
(CTR)

31.3K
CLICKS

4%
CONVERSION
RATE*
(CVR)

11.4K
CLICKS

28%
CONVERSION
RATE*
(CVR)

846
CLICKS

8%
CONVERSION
RATE*
(CVR)

Search Advertising

Programmatic Audio

Key Findings

When comparing cost per acquisition (CPA) Instagram was the top performer from social channels surpassing Facebook by 25% Social received 18,689 social clicks with over 1.5M impressions over the campaign. **There were 866 coverage calculator form completions and 258 click to call conversions.**

During the campaign we adjusted the SEM ad description to optimize performance and identifying which variant was our top performing Search Ad description. This adjustment decreased our CPA by roughly 27%. Countdown ads also performed very well with our search campaign.

Our programmatic video portion of the campaign **resulted in 295,844 completed views**. The 30 second video ads garnered the highest completion and click-thru rate with conversion on our client’s coverage calculator landing page.

The client reported this enrollment period exceeded their expectations and previously set goals before including Our team’s services. The client is eagerly looking forward to replicating this success in the coming enrollment period for the next year allowing more local communities access to excellent and affordable healthcare.