



PROBLEM

Our client is a national healthcare provider that operates in seven states. As a newer player in the Medicare Advantage space, they were looking to increase brand awareness and significantly exceed 2019 lead and new member goals. With a new Annual Election Period (AEP) around the corner, increased brand awareness was even more paramount.



SOLUTION

SourceLink developed a digital strategy centered around a holistic approach to a prospective member's digital journey rather than a sole emphasis on acquisition. We focused on three strategic pillars:

- Awareness and education
- Prospecting consideration
- Acquisition

To achieve this goal, SourceLink improved targeting, bidding and audience segmentation. We leveraged lookalike audiences across all platforms with an omni channel approach. Additionally, we used video to drive brand awareness and implemented a formulaic remarketing strategy to nurture and convert audiences across all digital channels.



RESULTS

The campaign ran for the 2020 AEP season. By having a holistic digital user journey that was part of the overall AEP data-focused member acquisition strategy, we were able to dramatically increase online engagement, leads and—most importantly—conversion rate.

Within two weeks prior to the end of AEP, the client surpassed their goals for the year.



56%
LEAD TO APPLICATION
CONVERSION RATE



110%
YEAR-OVER-YEAR
INCREASE



82%
LEAD QUALIFICATION
RATE

