



PROBLEM

For 2020 AEP, SourceLink worked with several Medicare clients on direct mail and digital campaigns to boost enrollment. The SourceLink approach was using predictive modeling to identify the top potential member prospects most likely to respond and enroll. With only roughly 68 days to actively market to prospective eligible Medicare members, Medicare companies must use marketing dollars wisely.



SOLUTION

SourceLink developed modeled prospect lists for Medicare plans and scored the records on propensity to respond and enroll. Omni-channel campaigns were launched via direct mail, digital advertising, email, and corresponding microsites. Rather than use a one-size-fits-all methodology, SourceLink developed modeled data down to the county level, because no two neighborhoods are the same. Modeled prospect lists fueled the channel communications, and efforts were optimized throughout the marketing process for maximum impact and conversion.



RESULTS

By combining data intelligence with proven direct marketing creative, member response and enrollment surged well above industry averages across the base of SourceLink Medicare clients. Our ability to “cut through the clutter” using data modeling and campaign optimization was key.

Through utilization of predictive modeling, SourceLink Medicare clients have seen:



74.3%
INCREASED
ENROLLMENT FOR
MODELED
PROSPECTS



\$128
AVERAGE COST
PER LEAD



\$395
AVERAGE
COST PER
ACQUISITION



1.09%
OVERALL
RESPONSE RATE



33.2%
OVERALL
CONVERSION
RATE

