

INDUSTRY: Health Insurance

GOAL: Increase Awareness, Drive Site Traffic and Enrollments

State Health Insurance Exchange

DRIVES WEBSITE TRAFFIC AND INCREASES ENROLLMENTS DURING EXTENDED ENROLLMENT PERIOD CAUSED BY COVID-19

18.89%
ATTRIBUTION
RATE**78,479**
POST VIEW
SITE VISITS**37,473**
VISITS TO
CLAIM YOUR
ACCOUNT
PAGE

OVERVIEW:

A State Health Insurance Exchange client introduced an 'Exceptional Circumstance Special Enrollment Period' to consumers in need of health insurance due to COVID-19. Strategus recommended a 6-week campaign that included targeted CTV ads to build awareness of the new program across the state, in conjunction with Display Retargeting ads to drive consumers to the client website.

THE CHALLENGE:

The special circumstances brought on by COVID-19 created an all-time high in residents without health insurance, which prompted an immediate need to extend their Health Insurance Exchange enrollment period. The client needed to get their messaging in-market quickly and to have visibility that the campaign was successful in driving people to their website to review the new offering, and ultimately, enroll in the program.

THE SOLUTION:

Strategus recommended a 6-week flight utilizing CTV ads to build upper funnel awareness, followed by a retargeting strategy to serve display ads to customers who had previously viewed the CTV ads. A layered targeting strategy was implemented to reach people who were in-market for health insurance, people who did not have health insurance, and users who had visited the client website. The campaign included Post View Website Attribution to identify, track and report on users who had viewed the client's ads, and who later went to their website.



THE SUCCESS:

The campaign was a tremendous success, generating an **18.89% attribution rate** — meaning that nearly 20% of all users who viewed the client's ads ended up visiting their website for more information!

18.89%
ATTRIBUTION RATE**78,479**
POST VIEW SITE VISITS**37,473**
VISITS TO CLAIM YOUR
ACCOUNT PAGE
(enrollment page)