

INDUSTRY: Health Insurance

GOAL: Create Brand Preference & Generate Conversions
During the Critical 'Open Enrollment' Window

Regional Health Insurance Provider INCREASES WEB TRAFFIC AND CONVERSIONS USING CTV & OMNICHANNEL ADS WITH STRATEGUS

240
PLAN
CONVERSIONS**10,522**
POST-VIEW
WEBSITE
VISITS**0.32 CTR**
FROM CTV
RETARGETING

OVERVIEW:

'Open Enrollment' is a brief period of time—less than four months—when consumers can select their healthcare provider. A regional health insurance provider needed to stir up awareness and create brand preference prior to the enrollment period. Once enrollment opened, they then needed to adapt their messaging to quickly drive consumer sign-ups.

THE CHALLENGE:

The insurance company was only permitted to market their products within specific zip codes. This led to waste within the cable advertising campaign they were running because their messaging was reaching people outside of their service area. With such a tight deadline for sign-ups, it was important that the client be as efficient as possible in reaching the right prospects. In such a crowded and competitive territory, this client was vastly outspent by other providers with larger ad budgets, so it was crucial to build awareness quickly and drive conversions.

THE SOLUTION:

Strategus implemented a hyper-targeted CTV strategy, helping the client segment their messaging to two counties, down to the zip code level. This allowed them to ensure that their ads were only spent on their desired audience with the highest potential for conversion. The ads ran only on large screen TVs for the greatest impact and frequency. A small-screen option was also implemented using digital pre-roll video ads to run on mobile, tablet, and desktop devices to maximize the client's budget and build awareness. Once a person viewed either the CTV or pre-roll ad, they were then retargeted with a mobile or display banner to drive them down the purchase funnel to the client's website for conversion.

THE SUCCESS:

Inside of 60 days, Strategus tracked 10,522 post-view visits to the client's website, 3,011 clicks from the display banners, and 240 conversions to the plan confirmation page. Web traffic stayed elevated and the phone continued to ring even after their campaign concluded. Thanks to great results, the client reallocated budget away from other tactics to continue their program with Strategus.

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