Full-Funnel Media Plan: Increased Market Share With Multichannel

Healthcare

Overview:

Client was entering a competitive market and launching a new health plan in new geographies. They partnered with Amsive to develop a full-funnel media plan that would help acquire as much market share as possible in year one, then a longer-term growth plan after that.

How we did it:

- Developed predictive models for who would be more likely to respond to an offer in Client's emerging markets
- Models also layered in further segmentation data specific to buyer personas that were developed by Amsive
- Applied an identity graph to know more about the audience and learn what devices they use and how they use them
- Launched an omnichannel campaign (see channels at right)
- In designing the campaign, Amsive leveraged our expertise and industry knowledge to help guide Client to the right messaging and reasons to believe

Results

2X

Higher Lead Rate Than Industry Average

50%

Improved Conversion

33%

Lower Cost Per Acquisition

Services Provided

Strategy & Planning
Audience, Channel, Creative

Data & Analytics
Database Management, Analytics, Modeling, Persona Development, Processing, Measurement, Reporting

Creative & Development
Print, Web, Interactive, Editorial

Omnichannel Execution
SEO, Paid Search, Social, Display, Web Development, Direct Mail, Email

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