



Digital Channel Measurement of Health Plan Subscribers for Preventative Screening is Successful and Cost Effective for a Fortune 50 Healthcare Provider

- ▶ **AUDIENCEDESIGNER (ADS)**
by Semcasting Managed Service
- ▶ **MANAGED SERVICE**
- ▶ **MEASUREMENT & ATTRIBUTION**

CASE STUDY: MEMBER COMMUNICATIONS

Utilizing the onboarding, activation, and measurement platform, Audience Designer by Semcasting, the campaign is able to maximize reach and confirm a return on their digital spend by channel.

Preventative Screening Campaigns

A Fortune 50 health insurance provider ran a campaign targeting their health plan subscribers encouraging them to sign up for a preventative health screening program. The marketing goal of the campaign was to identify the most efficient channel for reaching existing members with category-specific messaging in order to maximize engagement. Success was measured with the confirmation that the members had viewed the digital advertising as well as engaged with the category-specific landing page of the provider's website.

The targeted audiences of these member communications were segmented into different screening categories based on a member's medical history. Each category of audience and creative was evaluated by their reach metrics and visitation rate (quality site visits/delivered impressions). Semcasting uploaded the provider's first party data into a HiTRUST Certified, Identity Resolution cleanroom where the matching and anonymization of the audience membership occurred. Audience Designer (ADS), generated a successful match rate of 92% of 4.5 million members to addressable online identifiers for paid media activation.

Mid-Funnel Engagement Increase

The health insurance provider also analyzed member reach, site visits, and onsite engagements, based on media category. The objective was to identify the most efficient media channel to communicate preventative care messaging to members with different histories. These campaigns utilized three media sources – SMS, email, and display with 46% going to SMS, 22% to email, and 32% to display.



Historically, the provider used SMS as a source channel to reach their members, as it drove 67% of interactions to the main health portal page. However, with Semcasting handling the audience and media buying services, the most successful source channel for engagement shifted significantly.

- Display verification of reach to the member audience **exceeded 70%** within the first 10 days of the campaign. Members were served no more than three impressions a day over the course of the campaign.
- Display vastly outperformed SMS, generating **over 40%** of member visits to preventative care landing pages.
- Display drove **2.5X more engagement** to landing pages when compared to the provider's main home page through SMS.
- The beneficial performance ratio between display results and SMS also held up across the three category-specific messaging with **improved performance of 8.5%, 4.9% and 3.6%** in visitation rates between members reached by display versus SMS.

Display campaigns outperformed both SMS and email source channels when the marketers were able to secure match rates of over 85% and maintained ongoing verification of members being served. The brand benefitted from the cost-effective exposure to a member audience without risking over-saturation when audience members were transparently verified for reach and message delivery.

▶ 92% Match Rate

▶ 2.5X Increase in Engagement

▶ 40%+ More Engagement Through Display Than SMS

Proven Record of Success

The proof of concept for digital member communications has become a staple of the Health Insurers marketing program for preventive care involving discount prescription drugs to a wide range of disease prevention screening programs. Semcasting's high digital match rates guarantee the accurate reach to the membership and the ability to measure exactly who saw the message and who didn't. A transparent digital outreach program can be the most efficient channel for member engagement.

Looking to talk?

Semcasting supports marketers with control of first-party customer data, enhancement, activation and performance measurement across the entire digital ecosystem.

Get in touch at info@semcasting.com.