

OVERVIEW

Client

Regional insurance company

Campaign Length

Three months

Geography

Major cities across the Midwest

Monthly Investment

\$2,500

Objectives

Drive awareness and enrollment among those researching or eligible for Medicare services during the open enrollment period.

Products Used

Display, Targeted Email

RESULTS

180k

Impressions
(Display)

1.5k+

Monthly visits
from email

22%

Email open rate **well above the industry benchmark of ~12%.*

3.01%

Email click-through rate **outperforming the industry average of 1.5% – 2%.*

.12%

Display click-through rate **outperforming the industry average of 0.06% – 0.08%*

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Confirmed conversions
(users who saw the ad, did not click, but later returned to enroll)

STRATEGY AND SOLUTIONS

- For this campaign, we leveraged Targeted Display Advertising and Targeted Email Marketing to balance broad awareness with conversion-driven engagement during Medicare's open enrollment period.
- Using behavioral and demographic data, we engaged Medicare-intenders, seniors aged 65+, and retirees researching healthcare options—driving strong engagement and measurable post-view conversions.
- By implementing post-view tracking and robust engagement metrics, we captured actual campaign influence, revealing email and display's combined impact on enrollment activity.