CASE STUDY — Healthcare

Omnichannel Marketing Campaign Drove 27% of Website Visits

27%
Site visits driven by campaign activity

Overview

When their Agency of Record announced its closure, this leading healthcare insurance company needed to find a new strategic partner. A top priority in their decision-making process was selecting an organization with a robust consumer database and the ability to maintain, enhance, and manage that database across multiple marketing campaigns. Also critical was finding a partner capable of executing omnichannel marketing efforts with measurable attribution and the ability to flag new member records effectively.

Objective

The company faced the challenge of replacing the services previously provided in support of lead generation during open enrollment periods, covering ACA and Senior product lines. They also needed a centralized data solution to support Group, Individual, and MAPD marketing initiatives. Stirista stepped in to provide a fully managed solution tailored to the company's goals. This included data enhancement, acquisition, enrichment, CRM optimization, response integration, segmentation, data extraction, third-party delivery, and modeling.

Solution

The engagement began with importing and cleansing the company's existing data. Each record was then associated with Stirista's OMNA Identity Graph to enrich the dataset with consumer-level identifiers.

Using Stirista's Audience Profile Tool (APT), we developed audience profiles and custom reports that visually highlighted key demographics within the target audience. These insights offered a clear view of known, enriched, and newly uncovered personas, forming the foundation for a custom targeting strategy.

With high-quality data and audience segments in place, Stirista built and executed a comprehensive omnichannel marketing plan designed to increase enrollments.

Channels Included:

- **Acquisition Email:** Delivered strong calls to action and key product facts to drive conversions
- **Connected TV (CTV):** Showcased brand value and encouraged research and consideration
- **Display Advertising:** Provided visual messaging throughout the open enrollment period
- **Paid Social Media:** Targeted mid-funnel prospects with custom audience segments

To measure performance and optimize campaign effectiveness, Stirista implemented its Visitor ID Graph (VIG) pixel on the healthcare company's website. This enabled tracking of channel, creative, and audience-level performance throughout the funnel and allowed us to attribute engagement and conversions accurately.

Results

Stirista executed a multichannel campaign that successfully reached open enrollment audiences and demonstrated a clear impact on consumer behavior. With a combination of high-quality first-party data, modeled prospect audiences, and expert media execution, nearly 27% of all website visitors conducting in-depth plan research were attributed to the campaign. The company surpassed its enrollment goals for the period.

stirista