



# National Health Insurance Provider

Gaining market share in a time of unprecedented change

## CHALLENGE

Under the ACA, our client — a national health insurance provider — faced the challenges of renewing its current members and enrolling new ones. With many versions of health coverage and unique customer journeys, the marriage of data, creative and execution was crucial to the success of our campaign for the client. To claim success, we had to reach multiple target audience segments with relevant messaging in the simplest format possible.

## SOLUTION

To speak effectively to current members and prospects, Serum developed individual messages across multiple creative and copy formats. These targeted communications drove each audience segment to the next most appropriate action along their customer journey.

Through a seamless combination of mail, email and informational websites, we coordinated all of the communications to strengthen our client's position in the new ACA marketplace with both members and prospects.

## RESULTS

In a year when almost everything changed for our client's members and other health plan shoppers, Serum's integrated maintenance and acquisition efforts proved successful. The campaign not only maintained our client's current membership goals. It also **exceeded their total net membership goal by 23%**.