

Data-Driven Brand Launch Marketing

Helping A Disruptor Brand Treat A High CPA

one
MEDICAL GROUP
onemedical.com

CHALLENGE

One Medical Group offers an innovative upgrade to the traditional Primary Care and Family Health Practice model. They cater to smart, urban and critical middle- to upper-class patients who are hard to convince and motivate. Our challenge was to drive rapid membership growth in both new and existing markets, with a lower Cost Per Acquisition than the current level exceeding \$500, all while maintaining the brand's premium positioning. Most importantly, investors wanted to know that this was a viable business offering at scale before they invested additional and significant resources into expansion.

SOLUTION

Digging into the data to evaluate all existing program results and isolating the top performers, we identified the most critical variables that drove responses and determined a solid control for the new program. Our proprietary PowerTest methodology expanded previous efforts by targeting deeper demographics. Those with optimized lifestyles who value technology, trendsetters who tend to be early adopters and people who value modern style embodied in their locations. Finally, we eliminated media costs altogether by employing ZIP-level targeting where propensity and density overlap.

We enhanced creative to be more engaging using augmented reality to drive online engagement. And we created the add-on piece to convert via an integrated sales funnel. Each element was designed to help One Medical Group showcase specific benefits of its service that appeal to the demanding customer target. With quick learnings under our belts, we optimized and moved marketing dollars into the hardest-working creative, offers, lists, geographies and markets.

RESULTS

We achieved a CPA below \$159 within the year and beat new member targets. By employing a variety of optimization strategies, our lists **improved results by 53% or more**. Marketing optimization achievements included expanding target market; identifying highest potential segments; improving micro-targeting around specific locations; and creating a new go-to-market model for new locations. These results radically changed the economics of acquisition and set the stage for greater investment and more rapid expansion of client locations.