

# HEALTHCARE CASE STUDY

## PREMIER DIRECT-TO-CONSUMER HEALTHCARE PLATFORM



### OBJECTIVE

Leverage ProMedia's unique media strategy, buying power, and advanced analytics.

- Connect individuals with insurance carriers
- Generate campaign response and drive improvement across KPIs



### STRATEGY

ProMedia employed performance-based approach to media spend by offering a fixed cost per call.

- ProMedia assumed all financial risk, while there was no risk for client
- Performance-based approach showcased addition of new prospects at a lower rate
- The initial success prompted increased budgets and introduced new campaigns; entire media investment moved to ProMedia



### EXPANSION

ProMedia blended performance and cash buying approach to create strong foundation, while also enabling opportunity to grow and innovate.

- Strategic mix of fixed cost per call component + paid media schedules
- Multiple KPI optimizations
- Continual testing: networks, dayparts, creative
- Incorporation of secured media deals
- Synchronization of call center staff + media buys
- Projections and call flow management
- Forecasting and response rate analysis
- Development of proprietary creative scoring tool

## OUTCOMES

### Continual growth and advancements

- Increased call demands within first year
- Implemented ongoing optimizations
- Brokered celebrity endorsement engagement
- Incorporated secured deals, guaranteeing baseline at predictable costs
- Layered in lower-rate scatter media, delivering call demand at predicted costs
- Increased footprint by adding local airings + testing a new DMA each week
- Executed live adjustments during 2020's uncertain times; achieved target CPC despite shift in marketplace pricing and fluctuation in responsiveness
- Over the last 3 years, delivered -5% total budget variance, -3% total projected CPC variance, -1% total call demand variance
- Maintained top spending in category
- Spent triple digit millions in 2021 and maintained CPC efficiency, within -1% projected CPC variance

### To be continued...

- ProMedia continued to provide more detailed analytics, fueling longer-term forecasting, budgeting, and projecting
- Consistent improvements in performance enabled ability to scale the campaign exponentially
- ProMedia remains on the cutting edge establishing a more accurate currency for audience delivery to further enhance reporting capabilities and ROI