HOW BLINK HEALTH UPGRADED THEIR LIFECYCLE MARKETING IN JUST 45 DAYS WITH SIMON DATA

Blink Health needed efficient, flexible systems in order to more quickly test, learn, and iterate on campaigns. Unfortunately, in both cases, the team was bottlenecked by slow, manual processes – they then turned to Simon Data.

> "Simon has been a great partner. From day one they made it their job to understand the nuances of our space and our specific marketing goals. Our entire marketing function was significantly improved in less than two months — that basically speaks for itself."
>
> *David Brown-Landron*
> *Associate Director, Email Marketing*

BL⦿NK·HEALTH

⊙⊙ Simon

THE BLINK HEALTH STORY

Blink Health launched in 2014 with the mission to make prescription medications available at lower prices to millions of people across the country through technology. Using Blink's free website or application, patients can purchase their prescription medications through virtually any United States pharmacy more conveniently — and more affordably — than ever before.

THE NEED FOR SIMON

Prior to working with Simon, Blink faced a number of marketing challenges. As a savvy, tech-first business, Blink understood the value of coordinating their marketing campaigns across multiple channels and customer lifecycle stages.

Further, Blink desperately needed a marketing infrastructure sturdy enough to scale with rapid growth driven by favorable press coverage and growing demand for their service. In one instance, after being featured on a nationally televised news program, their Marketo deployment failed due to API rate limiting, resulting in the loss of 150,000+ email signups.

SIMON IN ACTION

SIMON + SENDGRID MIGRATION

Blink's initial top priorities for the engagement were to increase their multichannel marketing capabilities while putting safeguards in place to ensure that their systems would be able to scale quickly without breaking, no matter the situation.

Simon and SendGrid were a natural fit to accomplish these goals. Simon built upon SendGrid's bulletproof deliverability and scalability, ensuring that their email marketing systems could handle any amount of volume going forward. At the same time, this perfectly positioned Blink for quick expansion into cross-channel campaigns powered by Simon's Facebook and Urban Airship modules.

Simon was fully automating lifecycle campaigns in these channels — not just meeting, but exceeding Blink's prior capabilities — just 45 days after the engagement kickoff meeting.

INDUSTRY
HEALTHCARE

LOCATION
NEW YORK, NY

SIZE
$165M IN TOTAL FUNDING

BY THE NUMBERS

Blink was able to power **full multi-channel automation** only **45 days** after its integration kickoff with Simon

Blink was able to **save 2 weeks of engineering time** for ever Simon-deployed campaign

Simon

SIMON IN ACTION

TOTAL LIFECYCLE AUTOMATION

Upon completing integration with Blink's data sources and marketing channels, Simon began automating Blink's core lifecycle marketing campaigns. First, Simon allowed Blink to create highly sophisticated customer segments based on significant events within their customer lifecyclem, such as signup, prescriptions filled, and dormant users. Simon then enabled Blink to pwoer customized marketing workflows across email, social, and push.

Knowing that prescription refills were a strong indicator of ongoing platform usage, Blink quickly developed both email and push campaigns to be delivered as known refill dates approached. Customers began automatically receiving emails or push notifications prior to their refill date, followed by a day-of reminder. To date, these campaigns have led to an 85% increase in refill rates.

IMPROVING DATA OPERABILITY

Prior to working with Simon, Blink's marketing team was largely reliant upon engineering resources to accomplish all but the most basic tasks. Their lack of a fast, reliable way to load data into Marketo meant that simply stopping or starting a single campaign could take as long as two weeks. Equally problematic was the fact that slow or faulty data loads combined with the need to manually copy data to individual marketing channels meant that Blink had no single source of truth for all of their data.

With Simon, these headaches are a thing of the past. Blink's marketing team can now build segments in just a few clicks, then deploy automated campaigns in any channel with just a few more — all without being gated by engineering. Further, when Blink needs to update core data in Simon, they can do so in just minutes simply by changing SQL inputs.

BY THE NUMBERS

Blink saw an **95% lift in prescription refills** after integrating with Simon

THE RESULTS

By teaming up with Simon, Blink was able to completely revamp their marketing strategy and coordinate targeted, multi-channel campaigns. Their team was finally able to keep up with the business' fast growth, all without relying on their limited engineering resources.

Simon