

Strategies Help United HealthCare Increase Leads

Challenge

United Healthcare tasked Performics with planning and executing search and display media for the 2014-2015 open enrollment period as well as contributing to their lead goal. With recent changes to Obamacare and UHG increasing their presence in private exchanges, it was even more important to capture the opportunity during this open enrollment.

Consumer

- **Geographies:** During strategic planning, the Analytics & Technology team analyzed competitive price points and prioritized key locations to target
- **Demographics:** Broad targeting included uninsured demo
- **Uneducated:** Performics identified audience segments that needed education about Obamacare and introduced them to the UHG brand

Strategy

Performics' analysts developed a geo-targeting strategy and real-time optimization strategy that factored in price point, brand opportunity and brand affinity to maximize performance during open enrollment.

- **Search Team:** Leveraged a portfolio approach, targeting high volume generics to:
 - Drive awareness
 - Lower funnel brand terms
 - Drive leads through search remarketing
- **Display Team:** Built on the search portion of the plan by supplementing secondary markets with upper funnel activity and driving remarketing efforts to capture in-market leads an integrated effort with other UHG media vendors
- **Conversion Optimization Team:** Conducted landing page testing throughout open enrollment

Results

- 30.66% decrease in CPL YoY
- 10.4% increase in lead rate YoY
- 9.3% increase in lead quotes YoY
- Conversion optimization efforts added a 7.8% lift in lead volume



9.3% Increase in leads YoY

30%

Search team's portfolio drove 30% incremental leads with generic terms while lowering CPL 30% YoY



100,000 app downloads within 4 days