

# How did a health insurance company use digital advertising to complement direct mail efforts?

## Goal

Supplement a direct mail campaign with digital advertising to increase the number of completed and approved membership applications.

## Strategy

MaxPoint split direct mail zip codes into two groups (control and target groups) to test the efficacy of a direct mail campaign with and without digital advertising.

## Results

Zip codes receiving both digital ads *and* direct mail generated 12% more applications than those with direct mail only. Furthermore, the same applications from these zip codes led to a 40% higher approval rate of memberships. The health insurance client more than doubled its ad spend in subsequent campaign renewals. With MaxPoint's neighborhood targeting, 75% waste was eliminated.

## Philadelphia Targeted Campaign

