



Marketing Insights & Recommendations

Campaign Performance

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Project Overview

Context

This project **assesses marketing campaign performance** for campaign categories Safety Net introduced in 2019 and makes recommendations on improving marketing budget allocation for 2024.

Currently, the marketing budget is allocated towards two main areas: **1 – generating signups** and **2 – increasing brand awareness** through clicks.

North Star Metrics

The project uses the following metrics in assessing performance:

Marketing Metrics	Signup Metrics
<p>Click-Through Rate (CTR)</p> <p>Percent of people who click on a campaign from among the number of people it reaches (impressions).</p>	<p>Signup Rate</p> <p>Percent of people who sign up to one of Safety Net's plans following a campaign click.</p> <p>Cost-per-Signup (CPS)</p> <p>Amount it costs in US\$ to obtain one new customer</p>

North Star Metrics – Current Outlook

Overall North Star Metrics are in line with industry trends.

Marketing Metrics

Click-Through Rate (CTR)

9.39% of people who see a campaign click on it. [\[Source\]](#)

Signup Metrics

Signup Rate

Among the people who click on a campaign, **1.92%** purchase a health insurance plan, amounting to 16,338 customers. [\[Source\]](#)

Cost-per-Signup (CPS)

It costs **\$3.68** for a new customer to purchase a plan. [\[Source\]](#)

Insights Deep-Dive

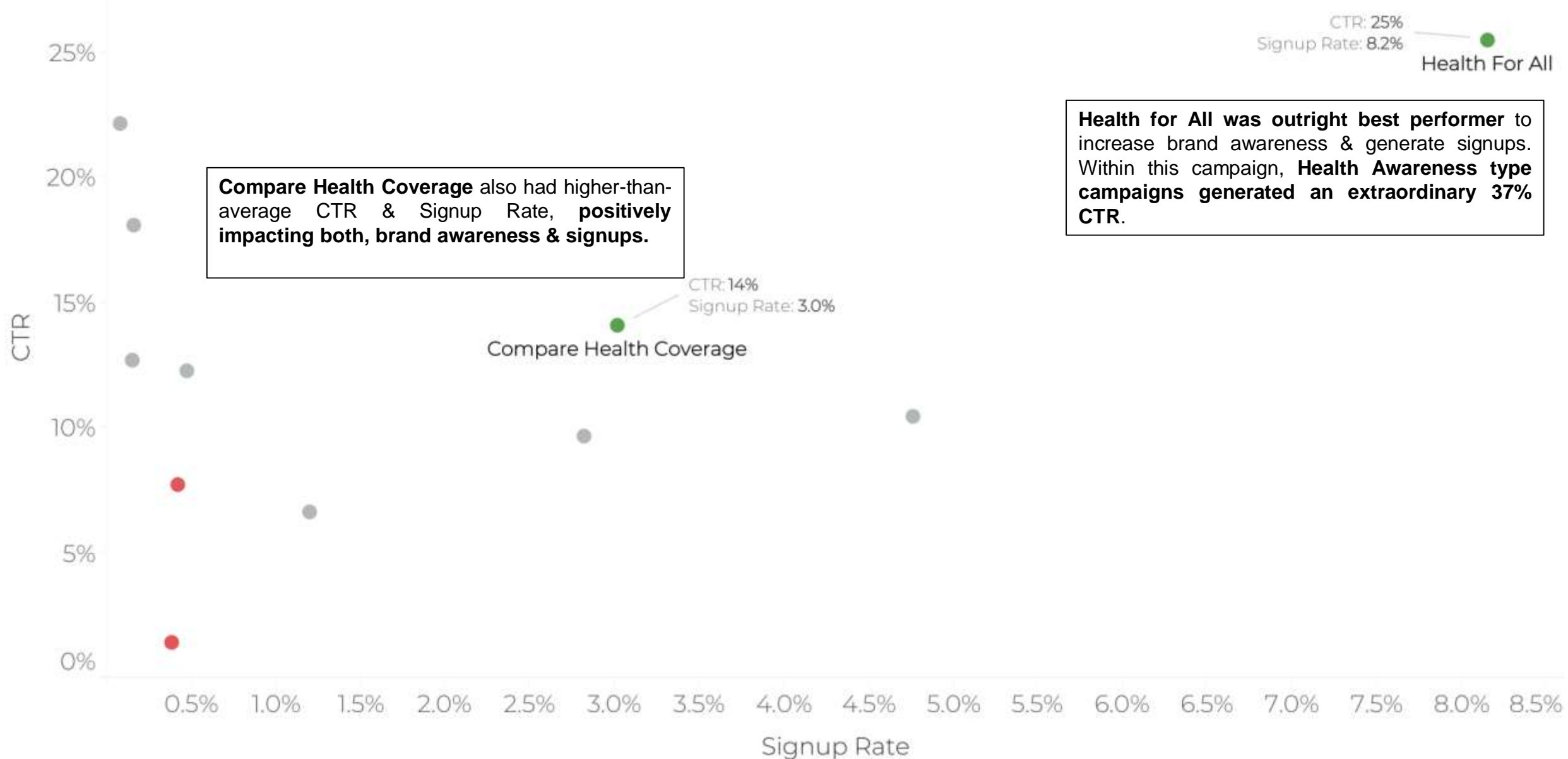
Significant Differences in Campaign Performance: Overview

Campaign Category	CTR	Signup Rate	CPS
Health For All	25%	8.2%	\$1.2
#CoverageMatters	10%	4.8%	\$0.7
Compare Health Coverage	14%	3.0%	\$3.6
#HealthyLiving	10%	2.8%	\$1.8
Tailored Health Plans	7%	1.2%	\$4.7
Preventive Care News	12%	0.5%	\$9.7
#InsureYourHealth	8%	0.4%	\$20.8
Golden Years Security	1%	0.4%	\$176.7
Summer Wellness Tips	18%	0.2%	\$43.5
Affordable Plans	13%	0.2%	\$24.9
Benefit Updates	22%	0.1%	\$47.8
Null			
Family Coverage Plan			\$13.1

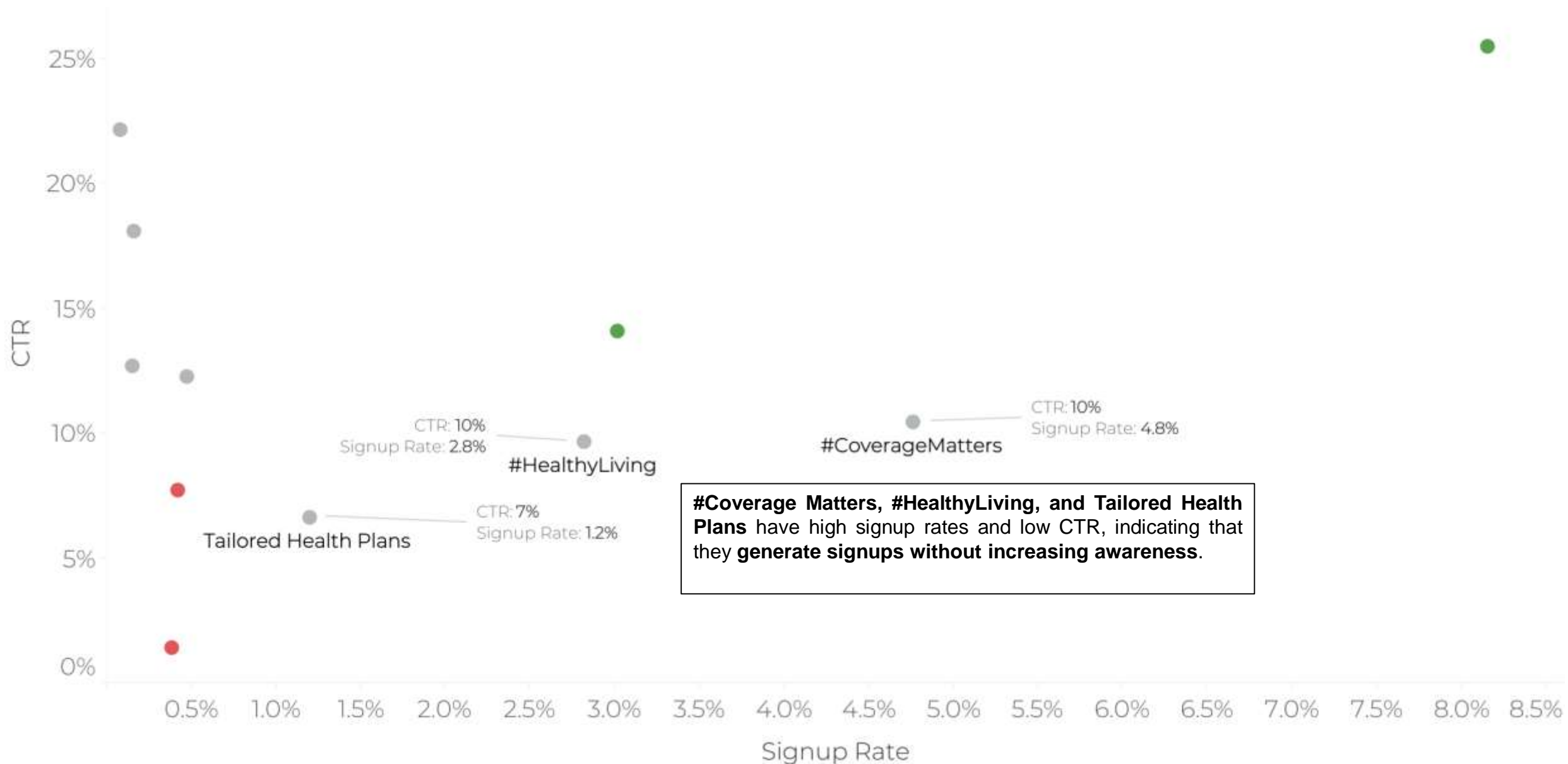
We noted statistically significant differences across campaigns noted by performance differences in CTR, Signup Rate, and CPS. **Each marketing campaign increases brand awareness and generates signups to a varying extent.**

4 campaigns generate 83% of all Signups: Health For All, Compare Health Coverage, #CoverageMatters, and #HealthyLiving.

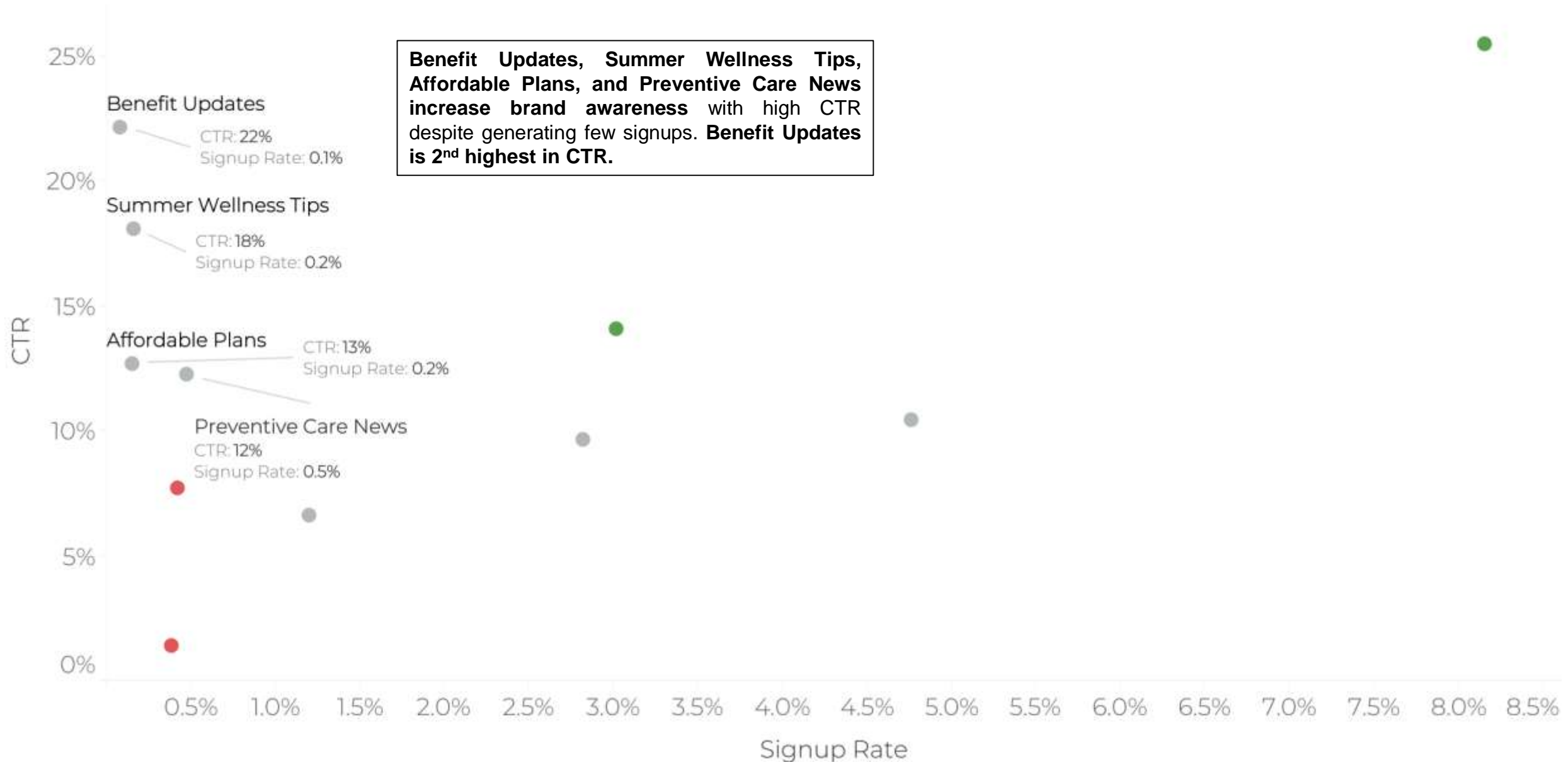
Significant Differences within Campaigns: 2 Generate both, Clicks & Signups



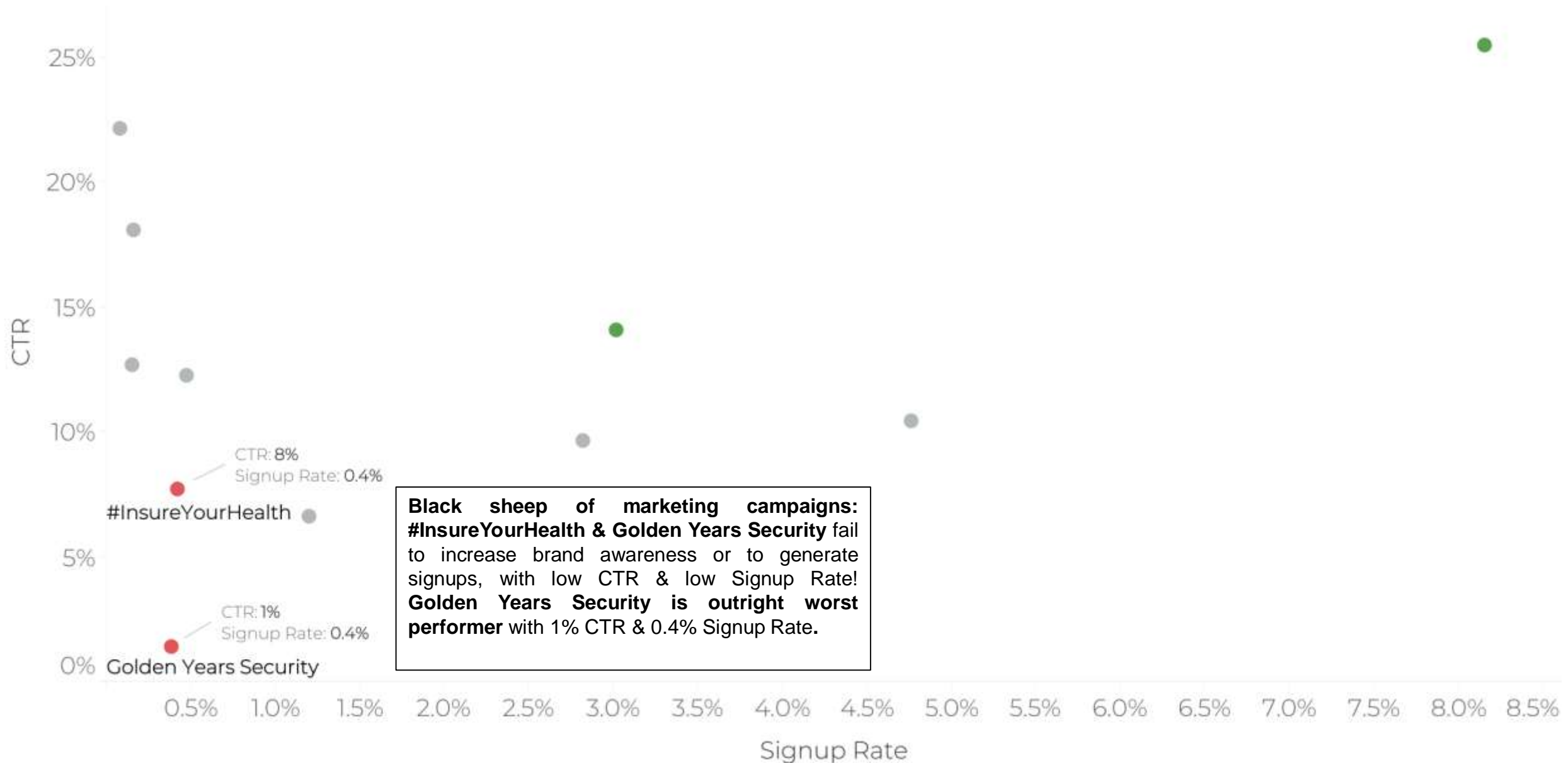
Significant Differences within Campaigns: 3 Effectively Generate Signups



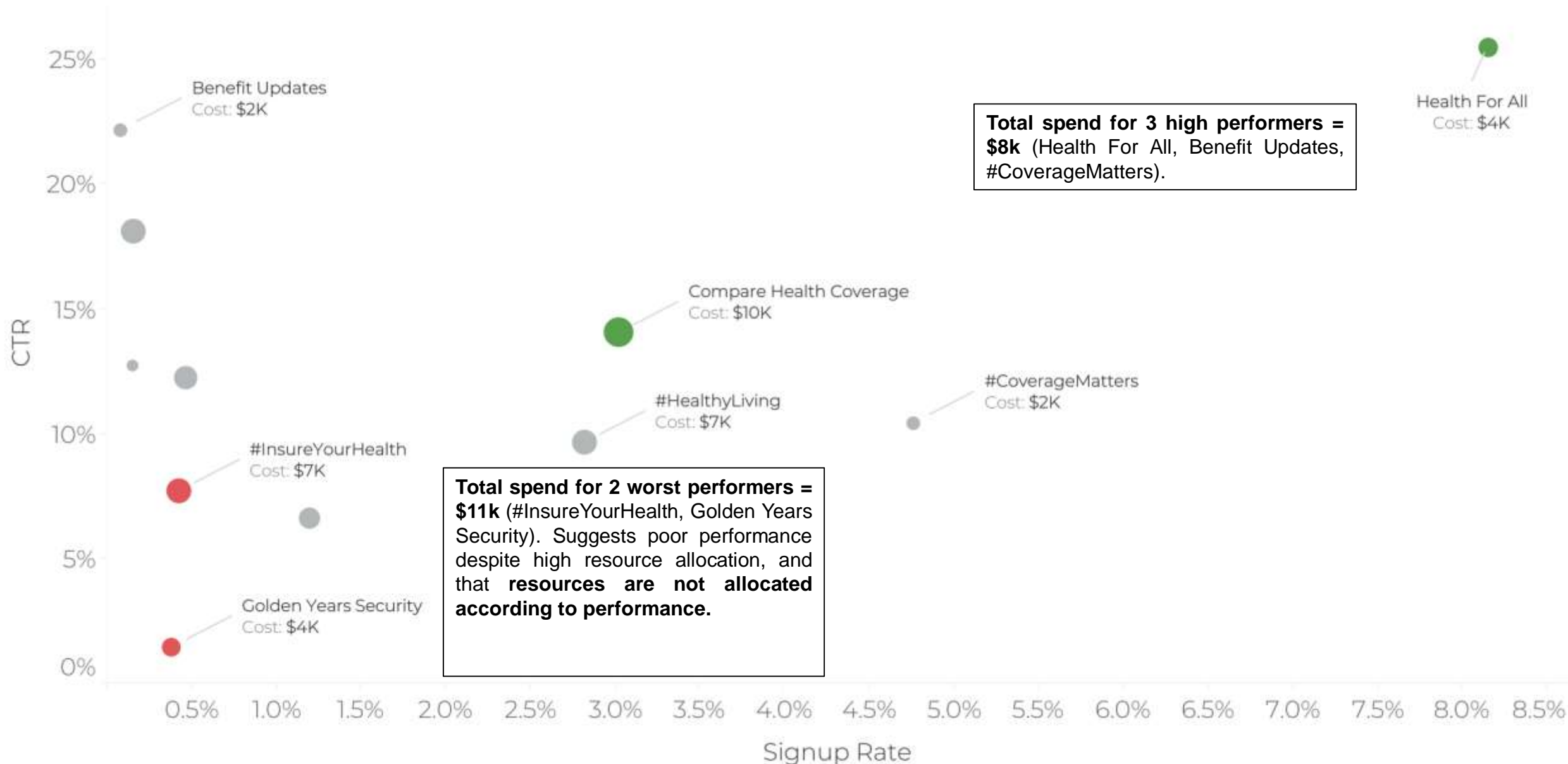
Significant Differences within Campaigns: 4 Effectively Generate Clicks



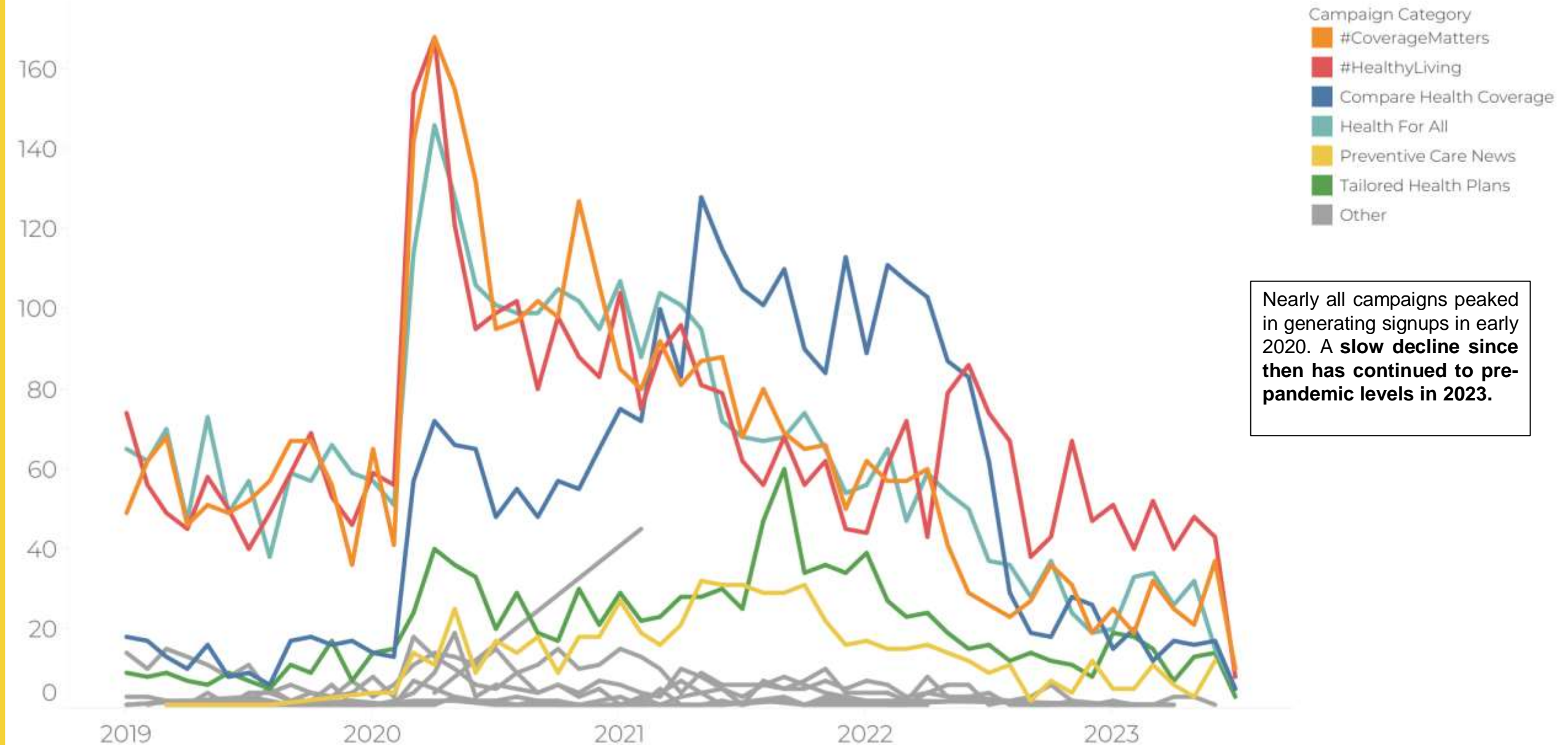
Significant Differences within Campaigns: 2 Fail to Generate Clicks or Signups



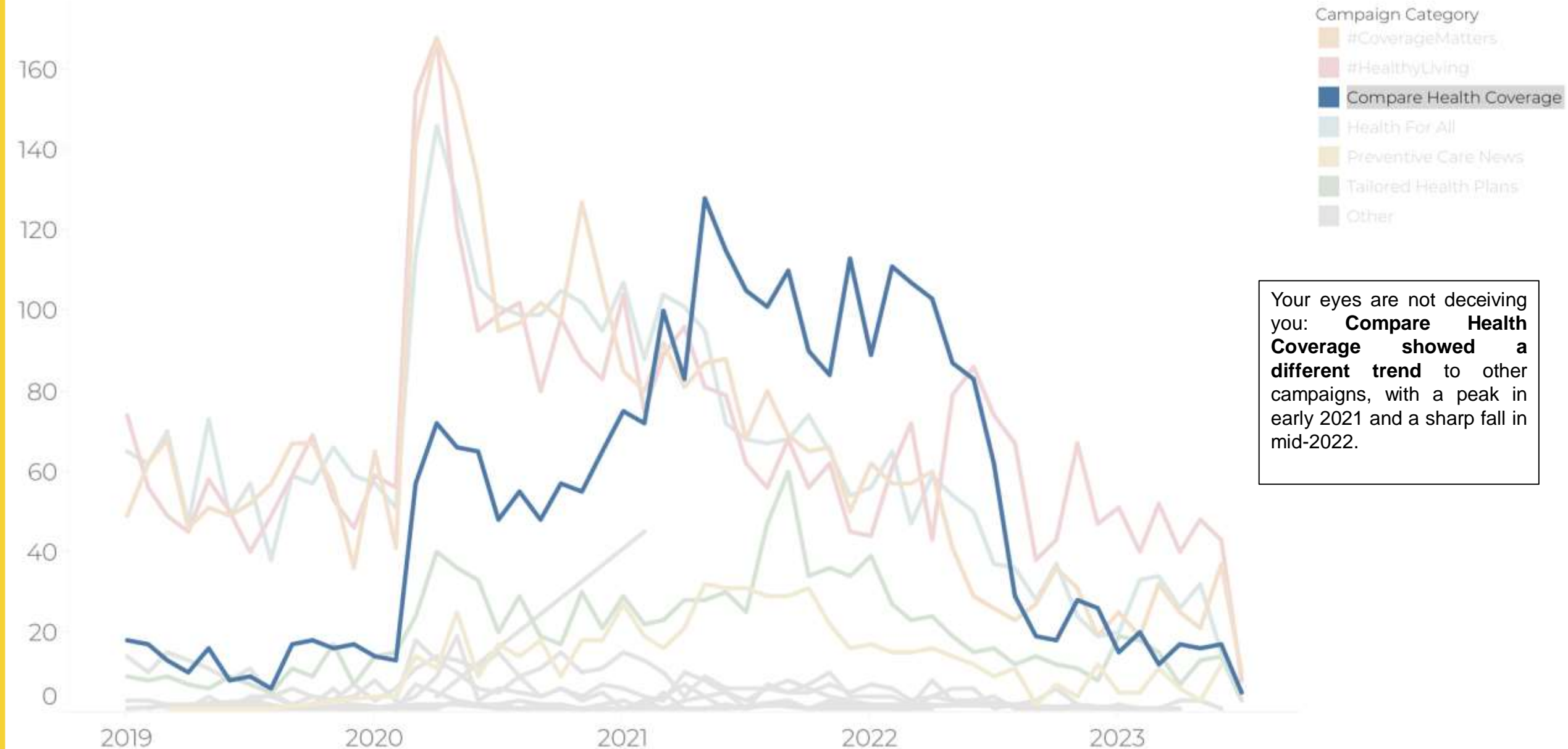
Campaign Resource Use: Effective by Best Performers, Ineffective by Worst Performers



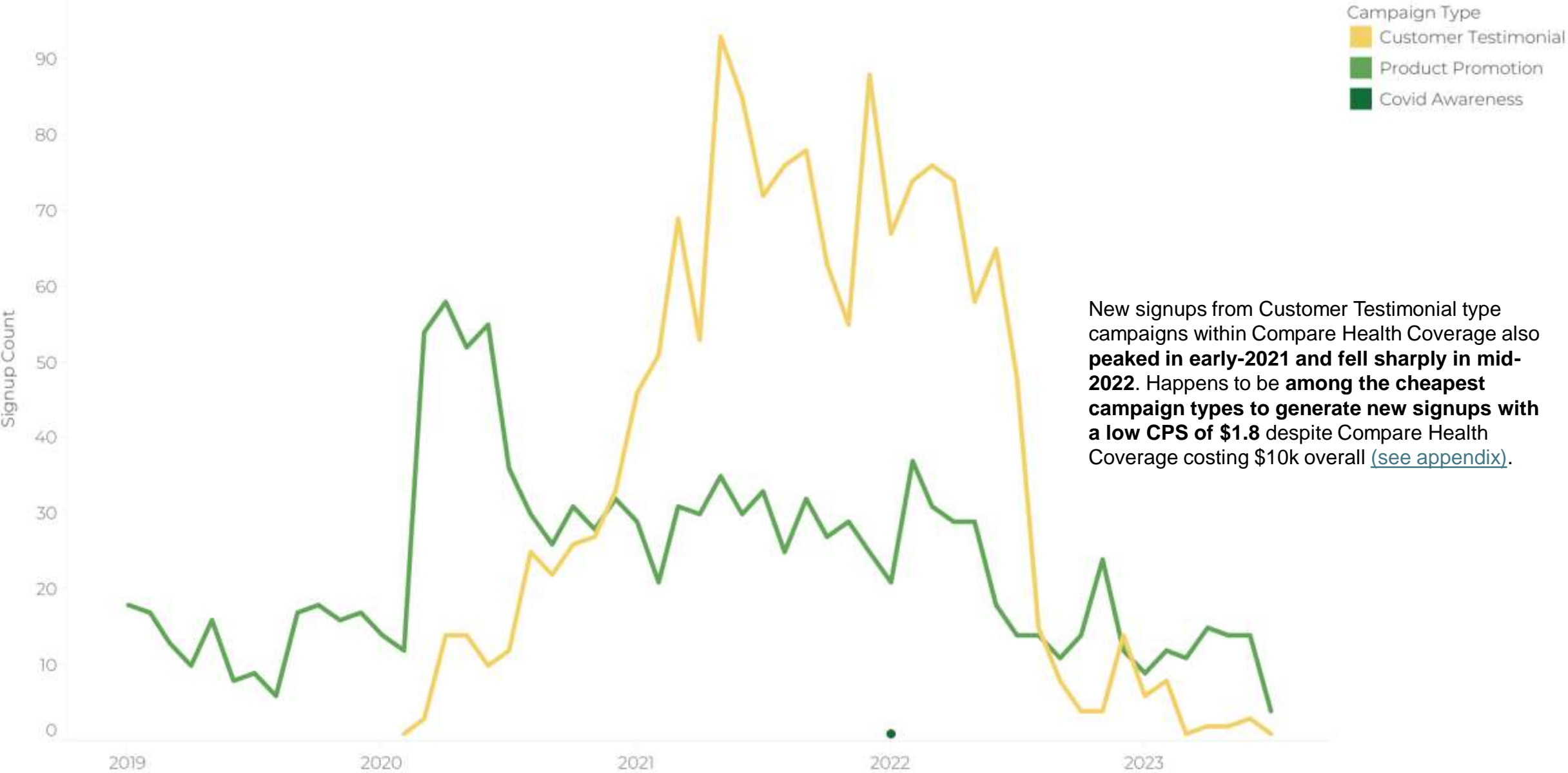
New Signups per Month Peaked during Pandemic across Most Campaign Categories



Compare Health Coverage Peaked Later & Fell Sharply in mid-2022



Customer Testimonial Campaign Type Drove Compare Health Coverage Peak & Fall



Recommendations & Next Steps

Key recommendations

Recommendations either propose to **improve resource allocation** or **adjust marketing & product strategies** for efficiency gains.

Increase Awareness & Signups

- **Reallocate Marketing Budget:** Shift budget from Golden Years Security & #InsureYourHealth to Health For All & Compare Health Coverage campaigns. This leads to a **17% boost in CTR** and a **13% boost in signup rate**.
- **Expand Customer Testimonials:** High CTR of 31%, Signup Rate of 3.5%, and low CPS of \$1.8 within Compare Health Coverage shows immense potential. Expand campaign type to **Health For All, Coverage Matters, and Healthy Living**.
- **Investigate Category-Type Pairs:** Like with Compare Health Coverage & Customer Testimonials, **dive deeper into copy types that work best with specific campaigns** together with the marketing team (see [appendix](#)).
- **Consider Plan Modifications:** High CPS (\$491) and few customers (12) for platinum plan (\$491); average CTR (11%) & low signup rate (0.2%) for bronze plan. Consider **eliminating platinum plan** due to few signups & **improving bronze plan** if desirable.

Caveats & next steps

To improve analysis, we recommend the following:

Address Data Quality Issues (Data Engineering Team Collaboration):

- Family Coverage Plan had no data on clicks.
- 49 (0.3%) customer signups were not linked to any campaign.
- Combining data from separate tables creates nulls in new dimensions.

Add Dimensions to Improve Analysis (Marketing Team Collaboration):

- Campaign start & end dates to link campaign performance with spend over time.
- First Touch to link marketing channels to signups.
- Customer Claims to explore links between campaign types and claim amount & categories.

Explore Dashboard for Self-Serve Insights:

- Uncover specific insights & visualise trends using [Tableau Dashboard here](#).

Thank You

Appendix

Technical Process

Dataset stats:

- 16,338 customer records analysed across 49,998 claims and 57 campaigns.
- Time period under consideration – signups from Jan 2019 to Jul 2023.

Analysis Process:

- Reporting & Insights Manager requested dashboard to self-serve key marketing insights during QBR meetings.
- Analysed stakeholder requirements to define 3 North Star Metrics (Signup Rate, CPS, CTR) & identified key dimensions as campaign categories, category types, signup & claim distributions, plan, & state.
- Loaded Excel data into Tableau Desktop.
- Built self-serve dashboard following skeleton in Tableau using component charts, tables, & graphs.
- Analysed NS Metrics across areas of interest using line graphs, bar charts, scatterplots, and tables to gather insights.
- Loaded Campaign signup, claims, and impressions data into Python.
- Conducted Chi-Square test to determine statistical significance of differences in NS metrics within campaign categories.
- Formulated recommendations based on stakeholder areas of interest.
- Included caveats & future steps in report to dive deeper into analysis – minimal data cleaning was required.
 - Future data cleaning could check for non-sensical values & nulls.

Costs Incurred per Campaign

Campaign Category	
Compare Health Coverage	\$10,043
Summer Wellness Tips	\$7,086
#HealthyLiving	\$6,677
#InsureYourHealth	\$6,573
Preventive Care News	\$6,257
Tailored Health Plans	\$5,175
Health For All	\$4,347
Golden Years Security	\$4,065
Family Coverage Plan	\$3,936
#CoverageMatters	\$2,311
Benefit Updates	\$2,151
Affordable Plans	\$1,569
Grand Total	\$60,190

Signup & Marketing Metrics Across Campaign Categories & Types

Campaign Type	Campaign Category	CTR	Signup Rate	CPS
Product Promotion	#CoverageMatters	8%	9.9%	\$0.3
	Compare Health Coverage	22%	5.0%	\$2.1
	#InsureYourHealth	8%	0.8%	\$7.8
	Benefit Updates	7%	0.5%	\$21.5
	Summer Wellness Tips	26%	0.0%	
	Preventive Care News	42%	0.0%	
	Health For All	0%		\$3.2
	Golden Years Security	0%		
	Family Coverage Plan			\$3.5
	Total	7%	5.3%	\$2.0
Health Awareness	Health For All	37%	7.5%	\$0.7
	Tailored Health Plans	7%	0.3%	\$3.5
	Summer Wellness Tips	21%	0.0%	\$939.3
	Total	15%	2.7%	\$1.3
Customer Testimonial	Compare Health Coverage	31%	3.5%	\$1.8
	Preventive Care News	11%	1.2%	\$2.8
	#InsureYourHealth	6%	0.1%	\$47.3
	Family Coverage Plan			\$42.9
	Total	7%	2.0%	\$3.9
Health Tips	#HealthyLiving	7%	3.0%	\$2.3
	Tailored Health Plans	9%	0.0%	\$401.1
	Preventive Care News	5%	0.0%	
	Compare Health Coverage	11%	0.0%	
	#InsureYourHealth	3%	0.0%	
	Total	7%	1.9%	\$5.3

Campaign Type	Campaign Category	CTR	Signup Rate	CPS
Policy Information	#HealthyLiving	10%	4.7%	\$0.9
	Summer Wellness Tips	15%	0.3%	\$9.3
	Preventive Care News	13%	0.1%	\$38.0
	Affordable Plans	33%	0.0%	\$25.0
	Benefit Updates	31%	0.0%	\$120.0
	Compare Health Coverage	9%	0.0%	
	Health For All	0%		
	Total	15%	1.1%	\$3.6
Covid Awareness	Tailored Health Plans	7%	4.3%	\$3.4
	Affordable Plans	6%	0.4%	\$24.9
	#InsureYourHealth	11%	0.2%	\$40.7
	Compare Health Coverage	5%	0.0%	\$2,239.1
	#CoverageMatters	15%	0.0%	\$1,260.9
	Summer Wellness Tips	25%	0.0%	
	Preventive Care News	9%	0.0%	
Offer Announcement	Golden Years Security	0%		
	Total	8%	0.8%	\$13.1
	Golden Years Security	2%	0.4%	\$124.1
	Tailored Health Plans	5%	0.1%	\$40.3
	#HealthyLiving	14%	0.0%	\$174.0
Null	#InsureYourHealth	3%	0.0%	
	Total	6%	0.1%	\$99.7
	Total			