

CareAssure

Marketing Insights & Recommendations

Campaign Performance

Bazilla Imran - Data Team

Table of Contents

- Project Overview
- North Star Metrics
- Insights Deep-Dive
- Recommendations and Next Steps
- Appendix

Overview

Context

The goal of this project is to **investigate the performance of marketing campaigns** at CareAssure in order to surface recommendations on marketing budget allocation for 2024 campaigns.

The budget is allocated to drive two primary objectives:

- To increase the number of **customer signups**
- To **raise awareness** of Row Health's brand across the country.

North Star Metrics

In order to evaluate campaign performance, we focused on the following key metrics:

Increase Signups

Signup Rate

The percent of people who see a campaign and subsequently sign up for a CareAssure plan.

Cost per Signup

The average dollars spent in order to acquire a signup from each campaign.

Increase Awareness

Click-Through Rate (CTR)

The percent of people who see a campaign and click on the associated link.

Cost per Clicks (CPC)

the average amount of dollars spent each time a user clicks on a link associated with a campaign.

North Star Metrics

Compared to industry benchmarks, CareAssure Health has low signup rate and low CPC, but higher than average CTR.

Increase Signups

Signup Rate

From 2019 to 2023, the average signup rate was **0.2%** across 16.3K total signups.

Cost per Signup

From 2019 to 2023, the average cost per signup was **\$3.70**, ranging from \$0.65 to \$177 per campaign category.

Increase Awareness

Click Through Rate (CTR)

From 2019 to 2023, the average click through rate was **9.4%** across 9.1M impressions.

Cost per Click (CPC)

From 2019 to 2023, the average click through rate was **\$0.07**, ranging from \$0.03 to \$0.68 per campaign category.

Insights Deep-Dive

Signup rate was by far the highest among Health For All campaigns.

Across campaign categories, **Health for All campaigns had the best-performing signup rate (2.1%)** and the second-highest number of signups (3.5K).

This high signup rate is due to the **Health Awareness campaign type**, which had by far the highest signup rate across all campaign types (2.78%).

Golden Years Security, Benefit Updates, Affordable Plans all have the lowest signup rate (<0.02%) and also have the lowest signups.

	Signup rate	Signup Count
Health For All	2.08%	3,545
#CoverageMatters	0.50%	3,536
Compare Health Coverage	0.42%	2,820
#HealthyLiving	0.27%	3,727
Tailored Health Plans	0.08%	1,107
Preventive Care News	0.06%	643
#InsureYourHealth	0.03%	316
Summer Wellness Tips	0.03%	163
Family Coverage Plan	0.03%	301
Affordable Plans	0.02%	63
Benefit Updates	0.02%	45
Golden Years Security	0.01%	23
Grand Total	0.18%	16,289

		Signup rate	Signup Count
Health For All	Health Awareness	2.78%	3,279
	Policy Information	0.00%	0
	Product Promotion	0.82%	266
#CoverageMatters	Covid Awareness	0.00%	1
	Product Promotion	0.79%	3,535

Cost per signup was highest for Golden Years Security and lowest for #CoverageMatters.

Across campaign categories, **Golden Years Security** had the highest cost per signup (\$177) and lowest volume (23), driven by the low-performing **offer announcement** campaign type.

In contrast, **#CoverageMatters** has the lowest cost per signup (\$0.65), largely due to the **product promotion** campaign type, which averaged just \$0.30 per signup with third highest signups (3.5K) across campaign types.

Some COVID-based campaign types also had **abnormally high CACs at \$1.2-\$2.2K**.

More on this in the Appendix section.

	Cost per Signup	Signup Count
Golden Years Security	\$176.73	23
Benefit Updates	\$47.81	45
Summer Wellness Tips	\$43.47	163
Affordable Plans	\$24.91	63
#InsureYourHealth	\$20.80	316
Family Coverage Plan	\$13.08	301
Preventive Care News	\$9.73	643
Tailored Health Plans	\$4.67	1,107
Compare Health Coverage	\$3.56	2,820
#HealthyLiving	\$1.79	3,727
Health For All	\$1.23	3,545
#CoverageMatters	\$0.65	3,536
Grand Total	\$3.70	16,289

		Cost per Signup	Signup Count
#CoverageMatters	Covid Awareness	\$1,260.90	1
	Product Promotion	\$0.30	3,535
Health For All	Health Awareness	\$0.69	3,279
	Product Promotion	\$3.18	266

Health for All campaigns also outperformed on CTR compared to campaigns with more impressions.

Across categories, **Health For All** achieved the **highest click-through rate (26%)** despite having the lowest impressions (171K), driven solely by the **Health Awareness** campaign type.

Tailored Health Plans garnered the highest impressions (1.4M) but had the **second lowest CTR (7%)**, with all its campaign types under 10% CTR despite high impressions (136K–481K).

Family Coverage Plan had high impressions but **no clicks** - this needs to be investigated and could be due to missing data or issues with the campaign.

	CTR	Impressions
Health For All	25.5%	170,559
Benefit Updates	22.2%	244,280
Summer Wellness Tips	18.1%	573,010
Compare Health Coverage	14.0%	664,710
Affordable Plans	12.7%	327,507
Preventive Care News	12.2%	1,116,968
#CoverageMatters	10.4%	712,100
#HealthyLiving	9.6%	1,372,448
#InsureYourHealth	7.7%	970,244
Tailored Health Plans	6.6%	1,398,859
Golden Years Security	1.4%	422,930
Family Coverage Plan		1,106,540
Grand Total	9.4%	9,080,155

		CTR	Impressions
Family Coverage Plan	Customer Testimonial		653,860
	Product Promotion		452,680
Golden Years Security	Covid Awareness	0.0%	60,940
	Offer Announcement	1.7%	348,510
	Product Promotion	0.0%	13,480
Tailored Health Plans	Covid Awareness	6.8%	330,069
	Health Awareness	7.1%	480,790
	Health Tips	9.1%	136,160
	Offer Announcement	5.2%	451,840

Cost per clicks (CPC) was highest for Golden Years Security and lowest for #CoverageMatters.

Across campaign categories, **Golden Years Security** had the highest cost per clicks by far at \$0.68, which is 9-10x greater than the average CPC of \$0.07. In contrast, **#CoverageMatters** has the lowest CPC (\$0.03).

Across campaign types, **Policy information** and **Health Awareness** tied for lowest CPC (\$0.04), Policy information having more than double the impressions.

	CPC	Impressions
Golden Years Security	\$0.68	422,930
Compare Health Coverage	\$0.11	664,710
Health For All	\$0.10	170,559
#InsureYourHealth	\$0.09	970,244
Summer Wellness Tips	\$0.07	573,010
Tailored Health Plans	\$0.06	1,398,859
#HealthyLiving	\$0.05	1,372,448
Preventive Care News	\$0.05	1,116,968
Benefit Updates	\$0.04	244,280
Affordable Plans	\$0.04	327,507
#CoverageMatters	\$0.03	712,100
Family Coverage Plan		1,106,540
Grand Total	\$0.07	9,080,155

	CPC	Impressions
Covid Awareness	\$0.11	1,514,805
Product Promotion	\$0.10	1,562,824
Health Tips	\$0.10	719,101
Offer Announcement	\$0.08	1,134,468
Customer Testimonial	\$0.08	1,511,676
Policy Information	\$0.04	1,816,321
Health Awareness	\$0.04	820,960
Grand Total	\$0.07	9,080,155

Recommendations and Next Steps

Key Recommendations

Increase Signups and Awareness

- **Health for All:** Reallocate budget from Golden Years Security to Health for All campaigns, given their high cost per acquisition versus Health for All's superior performance. Health for All drives the highest signup rates with low cost per signup, making it most efficient at converting impressions to signups.
 - **Health Awareness:** Within Health for All campaigns, prioritize health awareness-type marketing.
- **#CoverageMatters - Product Promotion Campaign Types:** Focus on this campaign category and type combination, as it delivers the lowest cost per signup while maintaining high signup volume.
- **COVID Campaigns:** Investigate why COVID-based campaigns have an unusually high cost per signup—specifically, two signups costing over \$1k each.
- **Tailored Health Plans:** Review and revise strategies for this campaign, as it shows poor performance with low CTR despite high impressions.

Recommendations focus on two strategies: removing ineffective campaign categories and reallocating budget towards categories with better performance across north star metrics.

Caveats and Next Steps

For improved analysis and future steps, consider the following:

*Improved
data quality &
availability*

- Include campaign start and end dates to understand campaign performance over time
- Investigate missing clicks for Family Coverage Plan category

*Include other
dimensions*

- Include customer-specific dimensions (plan, state) to further tailor campaign recommendations based on client demographics
- Explore relationship between campaigns and customer claims to identify and target ideal patient types

*Revisit
marketing
budget with
team*

- Regroup with marketing team to explore the potential impact of recommendations
- Explore [Tableau dashboard](#) for more insights and recommendations tailored to campaign categories and types

Thank you!

Appendix

Technical Process

Dataset stats:

- 57 unique campaigns were analyzed across 12 different campaign types
- 16,338 customers were attributed to campaigns
- Data ranges from 2019 to 2023

Data points involved:

- **Campaigns:** campaign category, campaign type, clicks, cost, impressions (57 total records)
- **Customers:** customer name, plan, signup date, and state (16,338 total records)

The technical process included:

- Loading data into Tableau from Excel
- Building a [self-service dashboard](#) for visualization in Tableau
- Use **calculated functions** to calculate CTR, CPC, and signup rate
- Use **filters to alternate views** based on plan, state, and campaign type
- **Minimal data cleaning was needed** for this dataset, but could involve: checking for nulls and nonsensical values, aligning date types, and augmenting missing data

Supplementary Data - CAC (Covid Campaigns)

High Cost per Signup for Covid Type Campaigns

Covid Awareness	Compare Health Coverage	\$2,239.05
	#CoverageMatters	\$1,260.90
	#InsureYourHealth	\$40.70
	Affordable Plans	\$24.88
	Tailored Health Plans	\$3.41
	Summer Wellness Tips	
	Preventive Care News	
	Golden Years Security	
Customer Testimonial	#InsureYourHealth	\$47.26
	Family Coverage Plan	\$42.94
	Preventive Care News	\$2.77
	Compare Health Coverage	\$1.80
Health Awareness	Summer Wellness Tips	\$939.25
	Tailored Health Plans	\$3.46
	Health For All	\$0.69
Health Tips	Tailored Health Plans	\$401.05
	#HealthyLiving	\$2.29
	Preventive Care News	
	Compare Health Coverage	
	#InsureYourHealth	
Offer Announcement	#HealthyLiving	\$173.95
	Golden Years Security	\$124.05
	Tailored Health Plans	\$40.34
	#InsureYourHealth	

Supplementary Data - Spend by Category

Campaign Category Spend (2019-2023)

#HealthyLiving	\$46,623
Compare Health Coverage	\$39,764
Family Coverage Plan	\$39,364
Preventive Care News	\$37,918
#InsureYourHealth	\$37,454
Tailored Health Plans	\$32,205
Golden Years Security	\$28,532
#CoverageMatters	\$23,113
Benefit Updates	\$21,513
Health For All	\$20,312
Summer Wellness Tips	\$16,806
Affordable Plans	\$11,207
Grand Total	\$354,812