

# Pathway Health

**Marketing Insights & Recommendations**

Campaign Performance

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# Overview

# Context

The goal of this project is to **evaluate the 2019-2023 performance of marketing campaigns** at Pathway Health in order to inform 2024 marketing budget allocation.

The budget is allocated to **build brand awareness** and **increase customer signups** across the US, while **managing claim risk**.

# North Star Metrics

The following key metrics were used to evaluate campaign performance:

## Increase Awareness

### Click Through Rate

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

## Increase Signups

### Signups

The number of people who see a campaign and subsequently sign up for a Pathway Health plan.

### Cost per Signup

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

## Manage Claim Risk

### Claim Amount

The cost of filed claims in US dollars.

# North Star Metrics

Compared to industry norms, the CTR is high, yet the signup rate is very low. Claim costs are overall lower than industry average.

## Increase Awareness

### Click Through Rate

From 2019 to 2023, the average CTR was **9.4%** across 9.1M impressions and 852K clicks.

## Increase Signups

### Signups

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

### Cost per Signup

From 2019 to 2023, the average cost to acquire a signup was **\$3.7**.

## Manage Claim Risk

### Claim Amount

Campaign-acquired customers generated \$13.4M in claims, with an average cost of **\$267** per claim.

*Note: Signups are primarily NJ-based, which may limit generalizability of results (also see Caveats).*

# Insights Deep-Dive

# Health For All leads across marketing KPIs, while Golden Years Security severely underperformed.

Campaign Category	Campaign Type	Click-Through-Rate (CTR)	Signups	Signup Rate	Cost-Per-Signup (CPS)
Health For All	Health Awareness	36.87%	3,279	2.78%	\$0.69
	Policy Information	0.00%	0	0.00%	
	Product Promotion	0.00%	266	0.82%	\$3.18
	Total	25.48%	3,545	2.08%	\$1.23
Golden Years Security	Covid Awareness	0.00%	0	0.00%	
	Offer Announcement	1.72%	23	0.01%	\$124.05
	Product Promotion	0.00%	0	0.00%	
	Total	1.41%	23	0.01%	\$176.73

**Within Health For All, the Health Awareness campaign stood out** with highest engagement (37% CTR), highest conversions (2.8% signup rate), and the lowest cost per signup. Even with weak performance in its other campaigns, Health For All category lead in CTR, signup rate, and CPS.

**Golden Years Security, meanwhile, failed** to convert impressions into customers, with only 23 signups at the highest cost per signup across all campaigns.

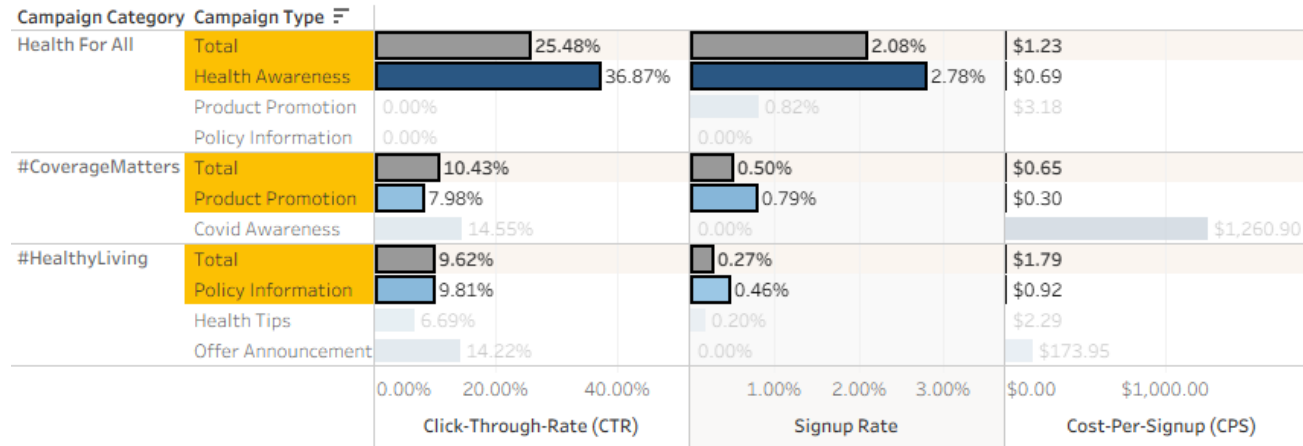


# Health For All, #CoverageMatters, #HealthyLiving combined big signup volume with low acquisition cost.

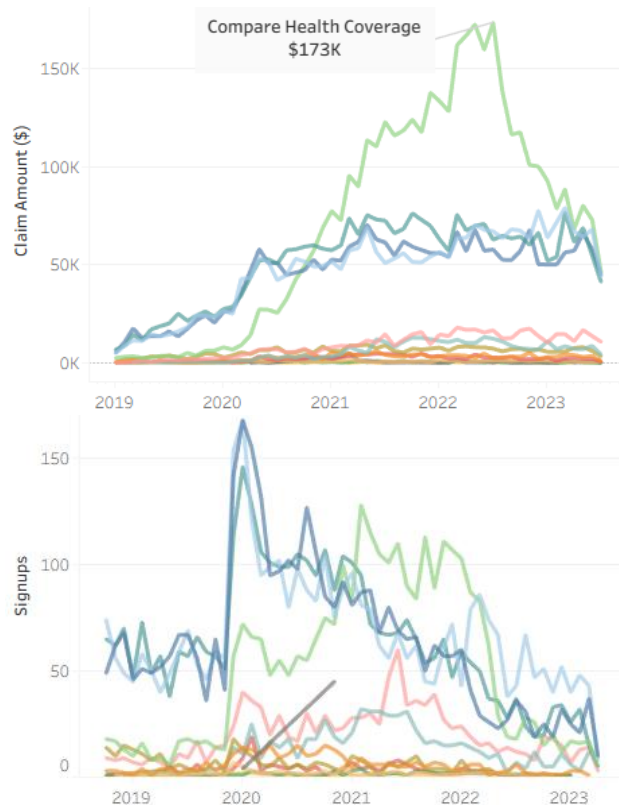
Aside from Health For All, **below campaign categories balanced acquisition with cost:**

- #CoverageMatters had the lowest CPS (\$0.65) while also bringing in 3.5K signups.
- #HealthyLiving brought in the most signups (3.7K) at \$1.79 CPS.

Their **most successful campaigns:** #CoverageMatters' Product Promotion and #HealthyLiving's Policy Info, both achieving <\$1 CPS.



# Despite high marketing effectiveness, Compare Health Coverage had the highest claim costs.



Compare Health Coverage balanced CTR and sign-up rate like other well-performing campaign categories (Health For All, #CoverageMatters, #HealthyLiving). However, it showed potential risk downstream.

Despite having fewer signups (2.8K vs. 3.5–3.7K) and fewer claims (9K vs. 10.7–12.2K), **Compare Health Coverage's total and per-claim cost was far higher** (\$2.5M–\$2.8M vs. \$3.9M; ~\$200 vs. \$410 per claim).

Compare Health Coverage showed later and more sustained sign-up and claim activity during the pandemic than others. Pandemic-influenced market shifts played a role, but elevated costs likely reflect **Compare Health Coverage's customers seeking more expensive treatments.**

# Campaign funnel metrics showed breakdowns: high CTR without signups, missing clicks, and zero engagement.

A group of campaigns like Preventive Care News' Product Promotion showed promise with **exceptionally high engagement (~20-40% CTR) yet failed to convert** into signups.

Campaign Category	Campaign Type	Impressions	Clicks	Click-Through-Rate (CTR)	Signups
Preventive Care News	Product Promotion	10,255	4,287	41.80%	0
Affordable Plans	Policy Information	84,850	27,785	32.75%	12
Benefit Updates	Policy Information	155,890	47,785	30.65%	12
Summer Wellness Tips	Product Promotion	15,644	4,065	25.98%	0
	Covid Awareness	19,761	4,963	25.11%	0
	Health Awareness	222,320	46,506	20.92%	2

Few campaigns **did not report clicks despite having signups**:

- Health For All's Product Promotion showed 0 clicks but 266 signups.
- Family Coverage Plan's Product Promotion and Customer Testimonial had no clicks data yet 301 total signups.

Below campaigns **produced zero engagement (neither clicks nor signups)**:

- Golden Years Security's Product Promotion and Covid Awareness, and
- Health For All's Policy Information.

# Recommendations and Next Steps

# Key Recommendations

Improve brand awareness and increase signups, while managing claim risk

- **Health for All/Golden Years Security:** Increase budget for Health For All's Health Awareness campaign (\$2.2K spend), watching for saturation. Eliminate ineffective Health For All's Policy Information campaign (\$1.2K spend). Remove Golden Years Security category (\$4K spend, highest CPC/CPS, lowest signup count, 2 of 3 campaigns resulted in zero engagement and conversion).
- **#CoverageMatters, #HealthyLiving:** Reduce #HealthyLiving budget (\$6.6K spend) and reallocate to #CoverageMatters, which has low marketing cost (\$2.3K) and effective Product Promotion campaign (\$3.5K signups). Investigate above average CTR (14%) without any acquisition for #CoverageMatters' Covid Awareness and #HealthyLiving's Offer Announcement campaigns or remove.
- **#Compare Health Coverage:** Decrease budget for #Compare Health Coverage (highest spend at \$10K) to reduce disproportionate acquisition and claim costs.
- **High CTR/No Signups Campaigns:** Deprioritize campaigns like Preventive Care News' Product Promotion that have a funnel quality issue to minimize wasted spend, unless creative/message is reworked.

Overall, the recommendations **achieve the objective by redirecting spend from campaigns that drain budget** with little return to those that deliver signups and awareness more efficiently.

# Caveats and Next Steps

The following steps would improve future analysis:

## Improve data quality and availability

- Capture campaign start/end **dates** and daily impressions, clicks, and spend to enable time-series campaign analysis.
- Collect **channel** and **billing model** (CPC vs CPM) data for each campaign to more accurately assess cost effectiveness.
- Record **location** for impressions and clicks to compare geographic engagement and conversion rates.
- Investigate **anomalies** in click and signup attribution (e.g., missing clicks, 0-click signups, and unattributed signups).
- Investigate whether **NJ concentration** (~50% of all signups and claims) reflects data or funnel quality issues.

## Evaluate other dimensions

- Evaluate client volume and claim risk for campaign type, plan tier, and claim category.

## Revisit campaign budget with team

- Discuss the potential impact of recommendations with the marketing team.
- Refer back to [Tableau dashboard](#) for ongoing monitoring and insights tailored to campaign categories and types.

# Appendix

# Technical Process

## **Dataset stats:**

- 40 unique campaigns across 12 different campaign types
- 16,338 customers attributed to campaigns and 49 unassigned
- Data range: 2019 to 2023

## **Data points:**

- Campaigns: campaign id, campaign category, campaign type, clicks, cost, impressions (40 total records)
- Customers: customer id, first name, last name, first touch, plan, signup date, state (16,338 total records)
- Claims: claim id, claim category, claim date, claim amount, covered amount (49,998 total records)

## **Created dashboard process:**

- Loaded .csv data tables into Tableau from Excel
- Built a [self-service dashboard](#) for visualization in Tableau
- Used Tableau calculated fields to calculate CTR, CPC, CPS, and signup rate
- Used filters to alternate views based on plan, state, and campaign type



# Additional data: Key metrics by campaign category/type

Campaign Category	Impressions	Clicks	Click-Through-Rate (CTR)	Signups	Signup Rate	Cost-Per-Signup (CPS)	Cost-Per-Click (CPC)	Cost
Compare Health Coverage	664,710	93,350	14.04%	2,820	0.42%	\$3.56	\$0.11	\$10,043.22
Summer Wellness Tips	573,010	103,668	18.09%	163	0.03%	\$43.47	\$0.07	\$7,085.68
#HealthyLiving	1,372,448	132,068	9.62%	3,727	0.27%	\$1.79	\$0.05	\$6,676.64
#InsureYourHealth	970,244	74,540	7.68%	316	0.03%	\$20.80	\$0.09	\$6,572.88
Preventive Care News	1,116,968	136,663	12.24%	643	0.06%	\$9.73	\$0.05	\$6,256.81
Tailored Health Plans	1,398,859	92,570	6.62%	1,107	0.08%	\$4.67	\$0.06	\$5,175.19
Health For All	170,559	43,453	25.48%	3,545	2.08%	\$1.23	\$0.10	\$4,346.96
Golden Years Security	422,930	5,979	1.41%	23	0.01%	\$176.73	\$0.68	\$4,064.70
Family Coverage Plan	1,106,540			301	0.03%	\$13.08		\$3,936.42
#CoverageMatters	712,100	74,240	10.43%	3,536	0.50%	\$0.65	\$0.03	\$2,311.33
Benefit Updates	244,280	54,145	22.17%	45	0.02%	\$47.81	\$0.04	\$2,151.31
Affordable Plans	327,507	41,594	12.70%	63	0.02%	\$24.91	\$0.04	\$1,569.15
Null				49				

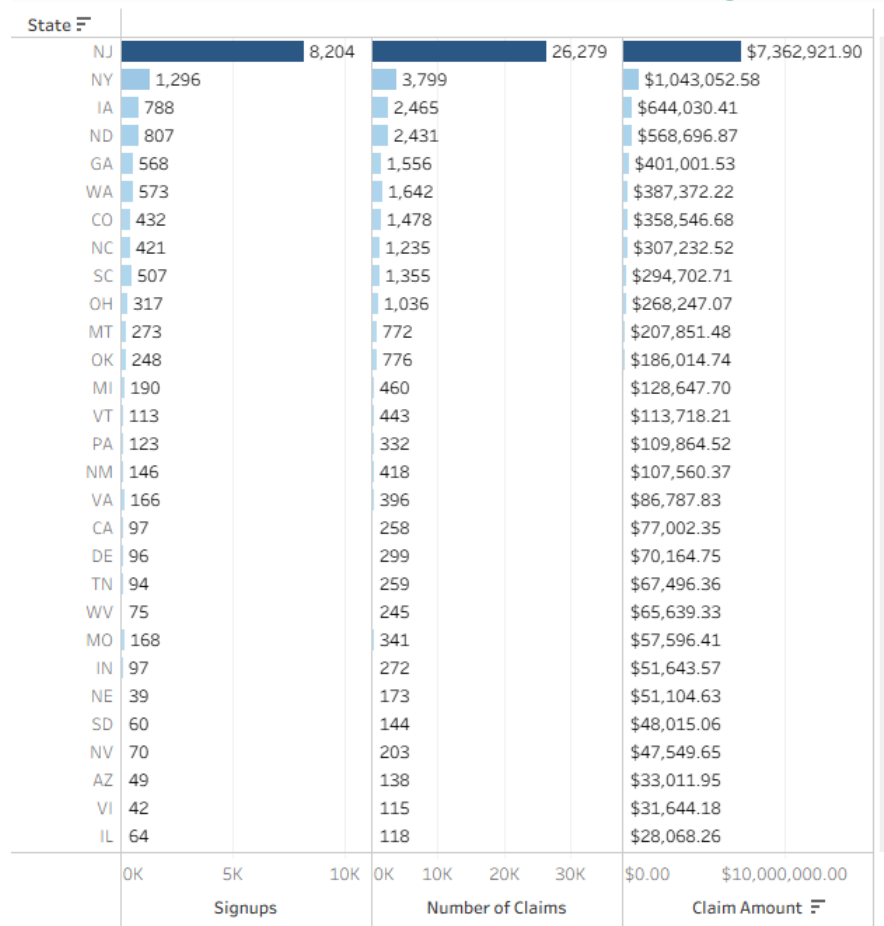
Campaign Type	Impressions	Clicks	Click-Through-Rate (CTR)	Signups	Signup Rate	Cost-Per-Signup (CPS)	Cost-Per-Click (CPC)	Cost
Covid Awareness	1,514,805	125,857	8.31%	1,064	0.07%	\$13.14	\$0.11	\$13,976.03
Product Promotion	1,562,824	105,051	6.72%	5,581	0.36%	\$1.96	\$0.10	\$10,965.81
Policy Information	1,816,321	265,360	14.61%	2,987	0.16%	\$3.62	\$0.04	\$10,814.99
Customer Testimonial	1,511,676	109,730	7.26%	2,229	0.15%	\$3.89	\$0.08	\$8,676.86
Offer Announcement	1,134,468	71,704	6.32%	61	0.01%	\$99.70	\$0.08	\$6,081.42
Health Tips	719,101	50,398	7.01%	972	0.14%	\$5.30	\$0.10	\$5,154.66
Health Awareness	820,960	124,169	15.12%	3,395	0.41%	\$1.33	\$0.04	\$4,520.52
Null				49				

# Additional data: Signups/claims by campaign category/type

Campaign Category	Signups	Signup Rate	Cost-Per-Signup (CPS)	Avg Claim Amount (per C..	Number of Claims	Avg Claim Amount	Claim Amount
Health For All	3,545	2.08%	\$1.23	\$796.72	12,232	\$230.90	\$2,824,383.28
#CoverageMatters	3,536	0.50%	\$0.65	\$709.12	11,016	\$227.62	\$2,507,444.39
Compare Health Coverage	2,820	0.42%	\$3.56	\$1,383.70	9,507	\$410.44	\$3,902,044.66
#HealthyLiving	3,727	0.27%	\$1.79	\$701.74	10,707	\$244.27	\$2,615,390.09
Tailored Health Plans	1,107	0.08%	\$4.67	\$442.52	2,347	\$208.72	\$489,873.68
Preventive Care News	643	0.06%	\$9.73	\$483.11	1,145	\$271.30	\$310,640.55
#InsureYourHealth	316	0.03%	\$20.80	\$486.67	702	\$219.07	\$153,788.53
Summer Wellness Tips	163	0.03%	\$43.47	\$764.54	572	\$217.87	\$124,620.76
Family Coverage Plan	301	0.03%	\$13.08	\$1,071.75	1,266	\$254.82	\$322,598.22
Affordable Plans	63	0.02%	\$24.91	\$655.69	174	\$237.40	\$41,308.36
Benefit Updates	45	0.02%	\$47.81	\$613.43	123	\$224.43	\$27,604.51
Golden Years Security	23	0.01%	\$176.73	\$699.48	75	\$214.51	\$16,088.07
Null	49			\$475.05	132	\$176.34	\$23,277.47

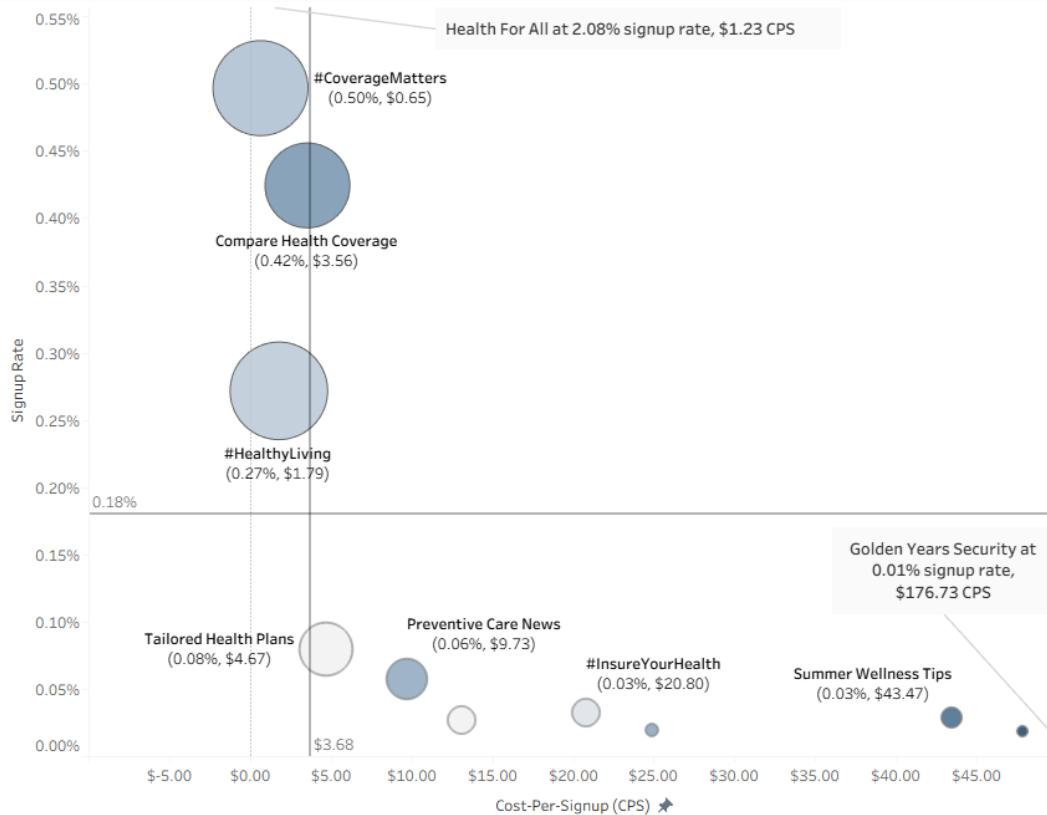
Campaign Type	Signups	Signup Rate	Cost-Per-Signup (CPS)	Avg Claim Amount (per C..	Number of Claims	Avg Claim Amount	Claim Amount
Product Promotion	5,581	0.36%	\$1.96	\$716.16	16,897	\$236.55	\$3,996,907.50
Health Awareness	3,395	0.41%	\$1.33	\$807.83	11,895	\$230.57	\$2,742,597.56
Policy Information	2,987	0.16%	\$3.62	\$770.52	9,259	\$248.57	\$2,301,553.73
Customer Testimonial	2,229	0.15%	\$3.89	\$1,475.45	7,191	\$457.35	\$3,288,776.39
Covid Awareness	1,064	0.07%	\$13.14	\$457.10	2,258	\$215.39	\$486,358.14
Health Tips	972	0.14%	\$5.30	\$499.97	2,202	\$220.70	\$485,972.39
Offer Announcement	61	0.01%	\$99.70	\$551.14	164	\$205.00	\$33,619.39
Null	49			\$475.05	132	\$176.34	\$23,277.47

# Additional data: The majority of signups are from NJ



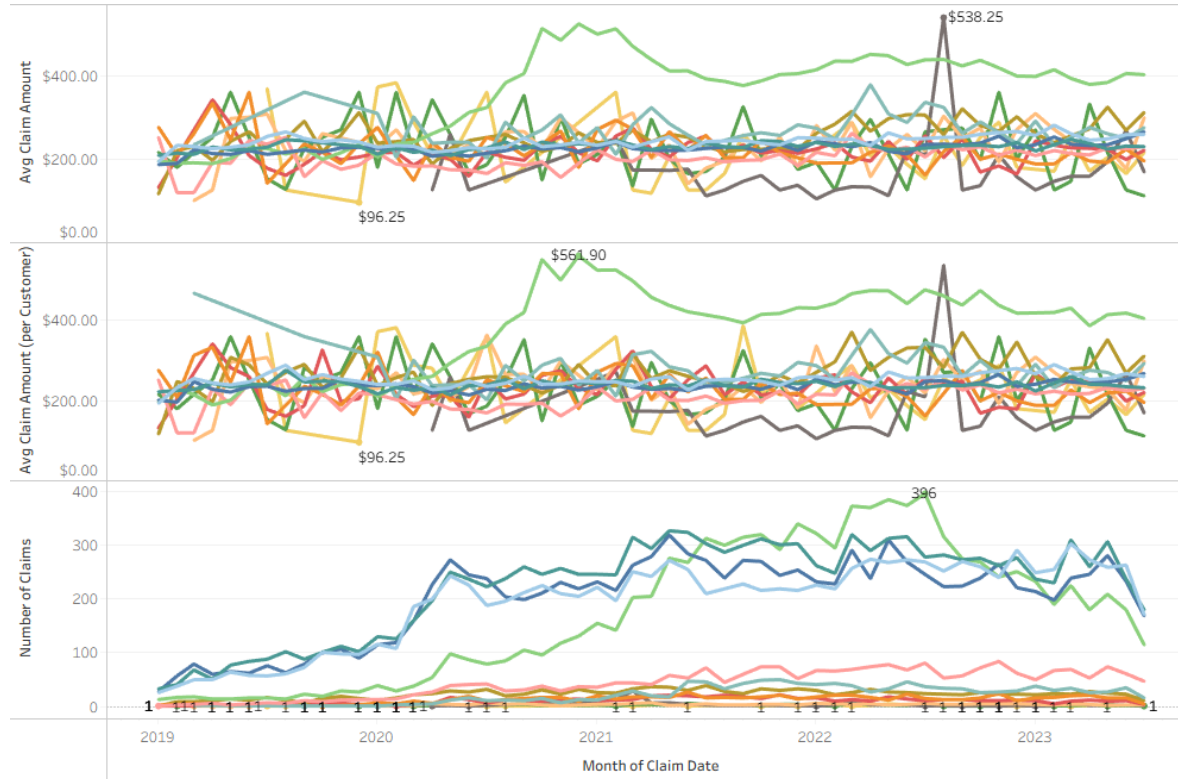
# Additional data: Performance based on signup rate and CPS

Scatterplot: Signup Rate and CPS by Campaign Category (Adjusted Scale)



## Additional data: Compare Health Coverage

## Tracking Compare Health Coverage Claims (green)



# Additional data: Claim categories with highest cost

**Tracking claim category mix**

