

VeraCare Health

Marketing Insights & Recommendations

Campaign Performance
Mehdi Benbiba- July 2025

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Overview



Context

The goal of this project is to **investigate the performance of marketing campaigns** at VeraCare Health 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 VeraCare Health's brand across the country.

North Star Metrics

Increase Signups

1 Signup Rate

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

2 Cost per Signup

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

Increase Awareness

3 Click Through Rate

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

4 Cost per Impression

The average dollars spent on an impression from each campaign.

North Star Metrics

Increase Signups

1 Signup Rate

From 2019 to 2023, the average signup rate was **0.29%** across **16.2K total signups**.

2 Cost per Signup

From 2019 to 2023, the average cost per signup was **\$29.04**, ranging from **\$0.65** to **\$176.73 per campaign**.

Increase Awareness

3 Click Through Rate

From 2019 to 2023, the average click through rate was **11.71%** across **9M impressions**.

4 Cost per Impression

From 2019 to 2023, the average cost per impression was **\$0.009**, with a maximum of **\$0.025 per campaign**.

Insights Deep-Dive

Signup rate was highest among **Health For All** campaigns and **Social Media** campaigns.

- Across campaign categories, **Health for All campaigns had the best-performing signup rate (2.08%)** and the second-highest number of signups (3.5K).
- Among the platforms, social media had the highest number of signups and a **slightly higher signup rate of 0.23%**.
- **Within Email, Health for All campaigns far outperformed** other campaign categories at a 3.72% signup rate compared to <0.06% for other categories.

Campaign_category	Signup_rate	Sign_ups
Health For All	2.08 %	3545
CoverageMatters	0.50 %	3536
Compare Health Coverage	0.42 %	2820
HealthyLiving	0.27 %	3727
Tailored Health Plans	0.08 %	1107
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

Platform	Signup_rate	Sign_ups
Social Media	0.23 %	7610
Email	0.20 %	4130
SEO	0.13 %	4055
TV	0.08 %	494

More pivot tables for signup rate in Appendix section.

Cost per signup was lowest among **CoverageMatters** campaigns and **Social Media** campaigns.

- Across campaign categories, **CoverageMatters campaigns had by far the lowest cost per signup (\$0.65)**, with Golden Years Security performing the worst in terms of cost and volume.
- **TV signups had the highest cost but also the lowest volume**, this may be related to poor attribution abilities for this channel.
- **Email and SEO both have similar costs per signups (\$4.04 and \$5.24).**

Campaign_category	Cost per Signup	Sign_ups
CoverageMatters	\$0,65	3536
Health For All	\$1,23	3545
HealthyLiving	\$1,79	3727
Compare Health Coverage	\$3,56	2820
Tailored Health Plans	\$4,67	1107
Preventive Care News	\$9,73	643
Family Coverage Plan	\$13,08	301
InsureYourHealth	\$20,80	316
Affordable Plans	\$24,91	63
Summer Wellness Tips	\$43,47	163
Benefit Updates	\$47,81	45
Golden Years Security	\$176,73	23

Platform	Cost per Signup	Sign_ups
Social Media	\$2,25	7610
Email	\$4,04	4130
SEO	\$5,24	4055
TV	\$10,48	494

More pivot tables for cost per signup in Appendix section.

Click through rates were highest for **Health For All** and **Email** campaigns.

- Across campaign categories, **Health For All had a high CTR (25.48%), which was more than double the average.** Family Plans had CTRs of near zero.
- **Email also outperformed other channels in terms of CTR (16.71%),** though the number of impressions was third-lowest (2M).
- **Within Email, Health for All campaigns have the highest CTR at nearly 50%.**

Campaign_category	Click through rate	Impressions
Health For All	25,48 %	170559
Benefit Updates	22,17 %	244280
Summer Wellness Tips	18,09 %	573010
Compare Health Coverage	14,04 %	664710
Affordable Plans	12,70 %	327507
Preventive Care News	12,24 %	1116968
CoverageMatters	10,43 %	712100
HealthyLiving	9,62 %	1372448
InsureYourHealth	7,68 %	970244
Tailored Health Plans	6,62 %	1398859
Golden Years Security	1,41 %	422930
Family Coverage Plan	0,00 %	1106540

Platform	Click through rate	Impressions
Email	16,71 %	2022478
Social Media	8,62 %	3259312
SEO	7,32 %	3188926
TV	0,00 %	609439

More pivot tables for CTR in Appendix section.

Lastly, cost per impression was lowest among the **Coverage Matters category** and **Social Media**.

- Across categories, **cost per impression was similar for Coverage Matters, Family Coverage Plan, Tailored Health Plans** campaigns (\$0.003-\$0.004).
- Note that while Health For All had the highest CTR, this category had the highest impression cost (\$0.025).
- Social media had **the lowest cost per impression and the second highest click-through rate** after the mail platform. In contrast, **TV had the highest cost per impression with a click-through rate of 0%.**

Campaign_category	Cost per impression	Impressions
CoverageMatters	\$0,003	712100
Family Coverage Plan	\$0,004	1106540
Tailored Health Plans	\$0,004	1398859
Affordable Plans	\$0,005	327507
HealthyLiving	\$0,005	1372448
Preventive Care News	\$0,006	1116968
InsureYourHealth	\$0,007	970244
Benefit Updates	\$0,009	244280
Golden Years Security	\$0,010	422930
Summer Wellness Tips	\$0,012	573010
Compare Health Coverage	\$0,015	664710
Health For All	\$0,025	170559

Platform	Cost per impression	Impressions
Social Media	\$0,005	3259312
SEO	\$0,007	3188926
Email	\$0,008	2022478
TV	\$0,008	609439

Recommendations

Key Recommendations

Increase Signups

- **Prioritize campaigns in the Health for All category** and campaigns that are run on email, as these not only have the highest signup rate but also the lowest cost per signup.
- **Reallocate TV budget to email campaigns**, as TV has the highest cost per signup but the lowest signup rate among all platforms.
- **Within email campaigns, consider removing the other categories** (Preventative Care News, Summer Wellness Tips, and Benefit Updates) and prioritizing Health for All + Email

Increase Brand Awareness

- **Prioritize campaigns run on email and Social Media**, as these have high click through rate and low cost per impression, respectively.
- **Remove the TV campaign**, as it had the highest CPI and a CTR of 0%, indicating it was ineffective platform for generating awareness.
- **Continue investing in Health For All campaigns** for their high CTR, but investigate specific drivers for high impression cost.
- **Reallocate TV budget to Mail**, as impression costs are similar but CTR is almost 16x higher.

Recommendations focus on two strategies: removing ineffective campaign categories and reallocating budget towards platforms with higher signup rates and low cost per signups / low cost per impression.

High SEO and TV costs

Investigate drivers behind high cost of SEO and TV signups, including:

- Specific SEO keywords.
- TV ad time slots and content performance
- TV channels or programs with poor engagement

Campaigns with no signups

Further explore campaigns with no attributed signups to uncover root causes and areas for improvement:

- Improve attribution.
- Improve campaign performance.
- Reallocate budget away from these campaigns.

Campaigns with low CTR

Golden Years Security and Family Coverage Plan campaigns have low CTR. Investigate the following:

- Whether campaign links are working correctly.
- Effectiveness of the copywriting in these campaign.

Caveats & Next Steps

Caveats and Next Steps

For improved analysis and future steps, consider the following:

Improved data quality & availability

- Include revenue data to calculate campaign ROI.
- Include data on campaign dates to segment by time.

Include other dimensions

- Include customer-specific dimensions (plan, state, etc.) to further tailor campaign recommendations.
- Investigate how campaign run time affects average cost and signup rates.

Revisit 2024 marketing budget

- Regroup with marketing to adjust budget based on recommendations.
- Create marketing campaigns dashboard to track effectiveness of recommended budget.

Appendix

An abstract graphic on the right side of the slide, consisting of several overlapping, curved, leaf-like shapes in various shades of blue, creating a sense of depth and movement.

Technical Process

Dataset stats:

- 57 unique campaigns were analyzed, 24 campaigns with zero signups
- 50,000 customers were attributed to campaigns
- Data ranges from 2019 to 2023

The analysis utilized a customers dataset and campaigns dataset containing the following key campaign dimensions:

- **Type:** awareness, policy information, testimonial, promotion, or announcement
- **Category:** type of content (health coverage, wellness tips, social media hashtags, etc)
- **ID:** unique campaign identifier
- **Platform:** SEO, email, social media, TV

The technical process included:

- Cleaning and preparing the data in **Excel**
- Calculating metrics and extracting insights in **Power Bi**
- Building a self-service dashboard for visualization in **Power Bi**

Signup Rate and Cost per Signup - supporting tables

Within Email campaigns

Campaign_category	Cost per signup	Sign_ups	Signup_rate
Health For All	\$0,36	3279	3,72 %
Preventive Care News	\$9,73	643	0,06 %
Summer Wellness Tips	\$43,47	163	0,03 %
Benefit Updates	\$47,81	45	0,02 %

Within SEO campaigns

Campaign_category	Cost per signup	Sign_ups	Signup_rate
Compare Health Coverage	\$3,56	2820	0,42 %
Tailored Health Plans	\$4,67	1107	0,08 %
Affordable Plans	\$24,91	63	0,02 %
Family Coverage Plan	\$38,24	42	0,01 %
Golden Years Security	\$124,05	23	0,01 %

Within Social Media campaigns

Campaign_category	Cost per signup	Sign_ups	Signup_rate
CoverageMatters	\$0,65	3536	0,50 %
HealthyLiving	\$1,79	3727	0,27 %
InsureYourHealth	\$20,80	316	0,03 %
Family Coverage Plan	\$49,31	31	0,02 %

CTR and Impression Costs - supporting tables

Within Email campaigns

Campaign_category	CTR	Impressions	Cost per impression
Health For All	49,26 %	88220	\$0,01
Benefit Updates	22,17 %	244280	\$0,01
Summer Wellness Tips	18,09 %	573010	\$0,01
Preventive Care News	12,24 %	1116968	\$0,01

Within SEO campaigns

Campaign_category	CTR	Impressions	Cost per impression
Compare Health Coverage	14,04 %	664710	\$0,02
Affordable Plans	12,70 %	327507	\$0,00
Tailored Health Plans	6,62 %	1398859	\$0,00
Golden Years Security	1,72 %	348510	\$0,01
Family Coverage Plan	0,00 %	449340	\$0,00

Within Social Media campaigns

Campaign_category	CTR	Impressions	Cost per impression
CoverageMatters	10,43 %	712100	\$0,00
HealthyLiving	9,62 %	1372448	\$0,00
InsureYourHealth	7,68 %	970244	\$0,01
Family Coverage Plan	0,00 %	204520	\$0,01

Thank you!