



KAISER PERMANENTE

Marketing Analyst Business Case

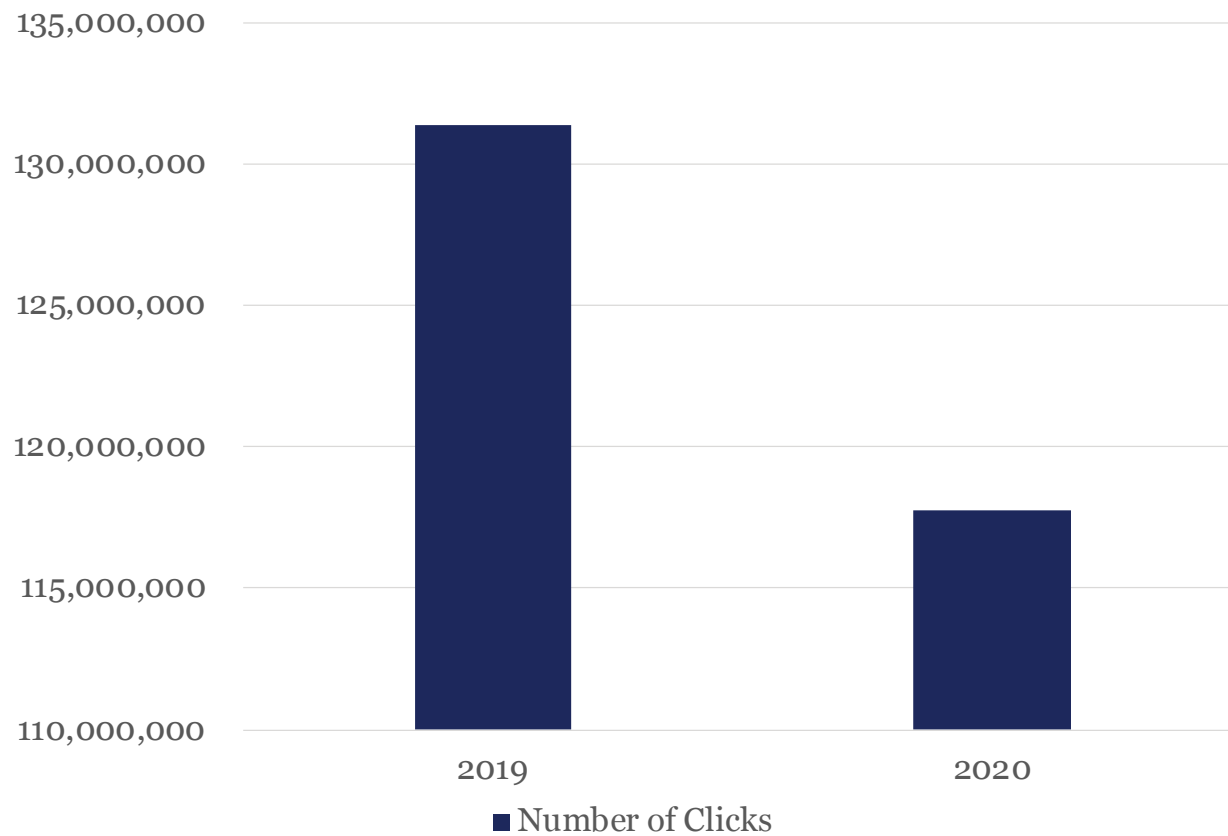
PRESENTED BY TYLER VAUGHN



Findings...

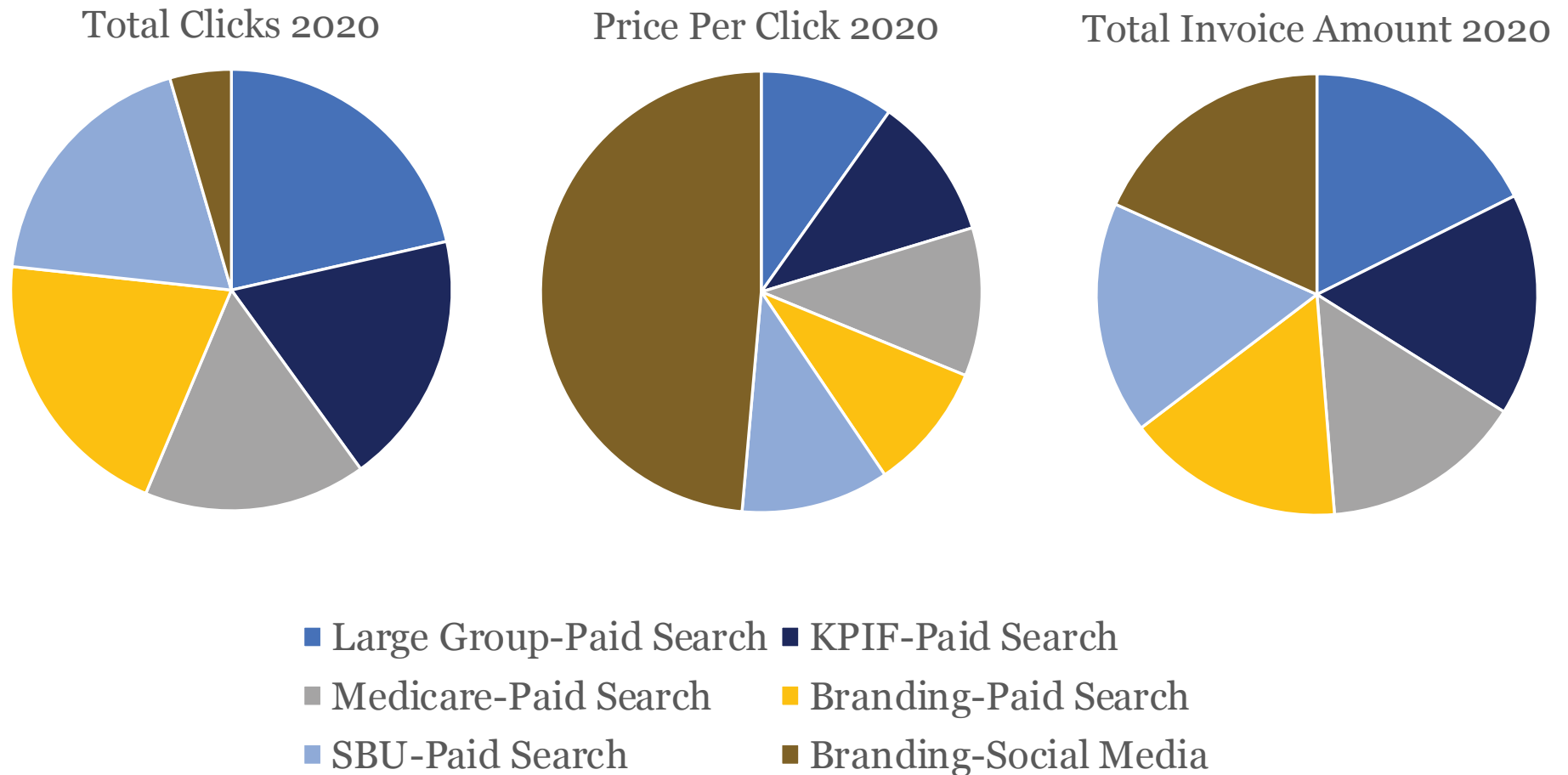
2019 vs. 2020

Number of Clicks



- In 2020 the number of online “clicks” dropped 10% from the previous year.

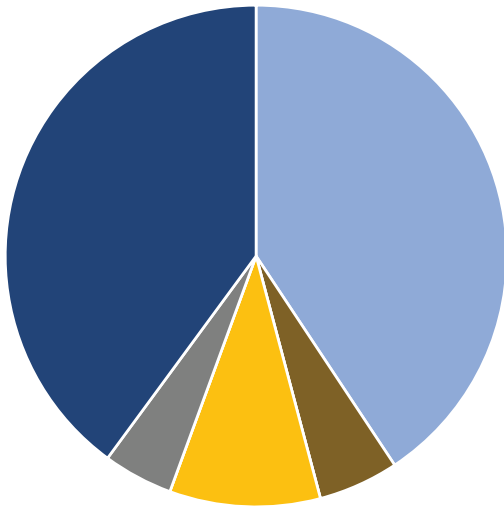
Return of Paid Ads in 2020



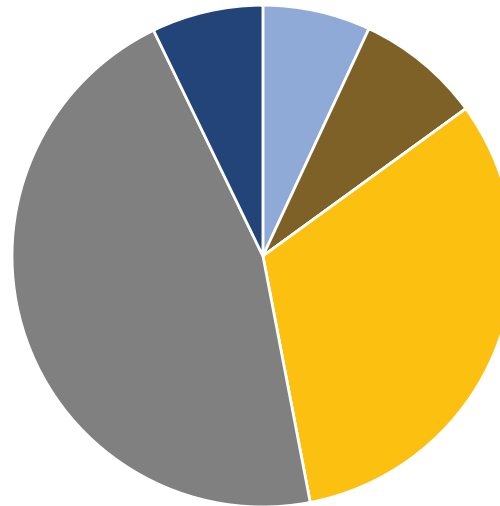
- Large Group-Paid Search received the highest click return, whereas social media received the lowest click return.
- All other paid ads received an equivalent amount of interest when compared to their spending.

Vendor Analysis

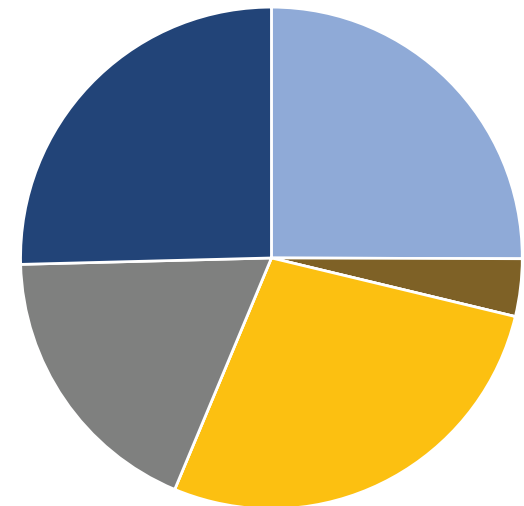
Total Clicks 2020



Price Per Click 2020



Total Invoice Amount 2020

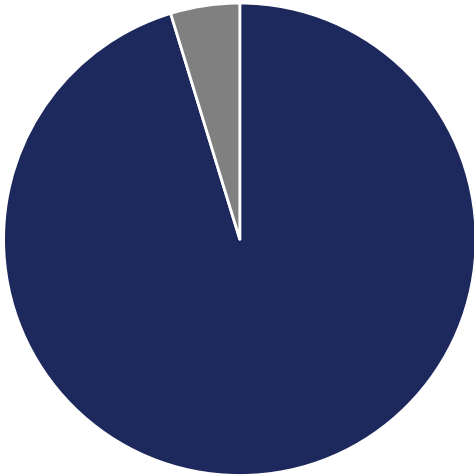


■ Ads180 ■ AlphaBeta ■ Googly Ads ■ Spacebook ■ Zing

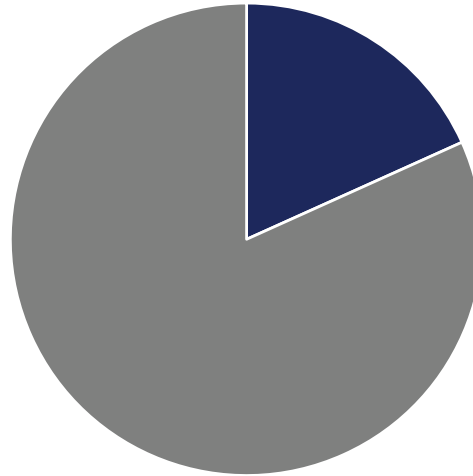
- Ads180 and Zing received substantial total clicks return, whereas Spacebook, the social media platform, received the lowest.
- AlphaBeta would benefit from a higher ad share given that Kaiser Permanente focuses least on this platform.

Media Provider Analysis

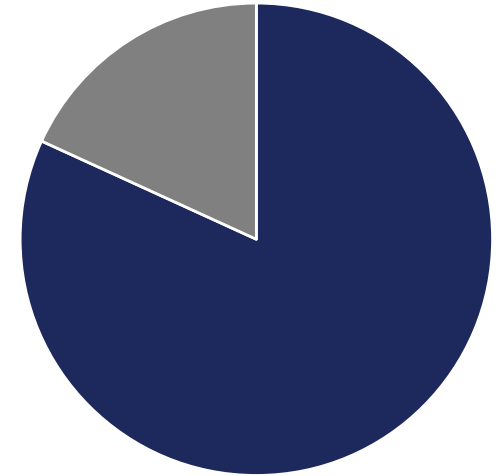
Total Clicks 2020



Price Per Click 2020



Total Invoice Amount 2020



- RealGood Interactive Media Inc.
- Critical Point Social Media Agency

- Ad spend is more impactful when using RealGood Interactive Media Inc. rather than Critical Point Social Media Agency.
- RealGood Interactive Media Inc. accounts for 95% of the total clicks compared to its 82% share of the ad budget.
- Critical Point Social Media Agency accounts for 5% of the total clicks compared to its 18% share of the ad budget.

Future Advertising

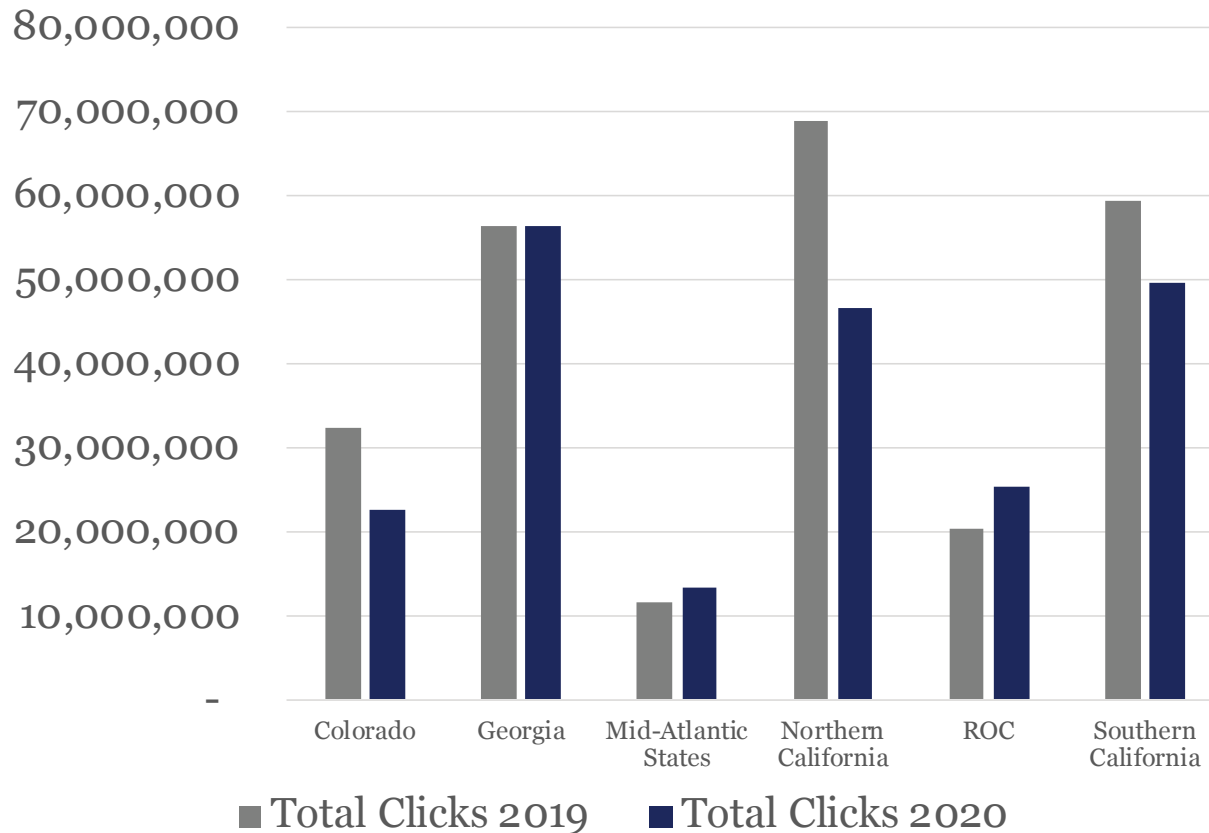
- In order to create a higher interest in Kaiser Permanente in 2021, focusing on platforms and vendors that produce the most click return is crucial for the near future.
- Kaiser Permanente is underperforming in social media marketing. The solution requires a rebranding of company advertisements to appeal to the younger generation. While one might not believe this generation is a target market, brand awareness is essential to guide potential clients to choose Kaiser Permanente in the future.



By Region

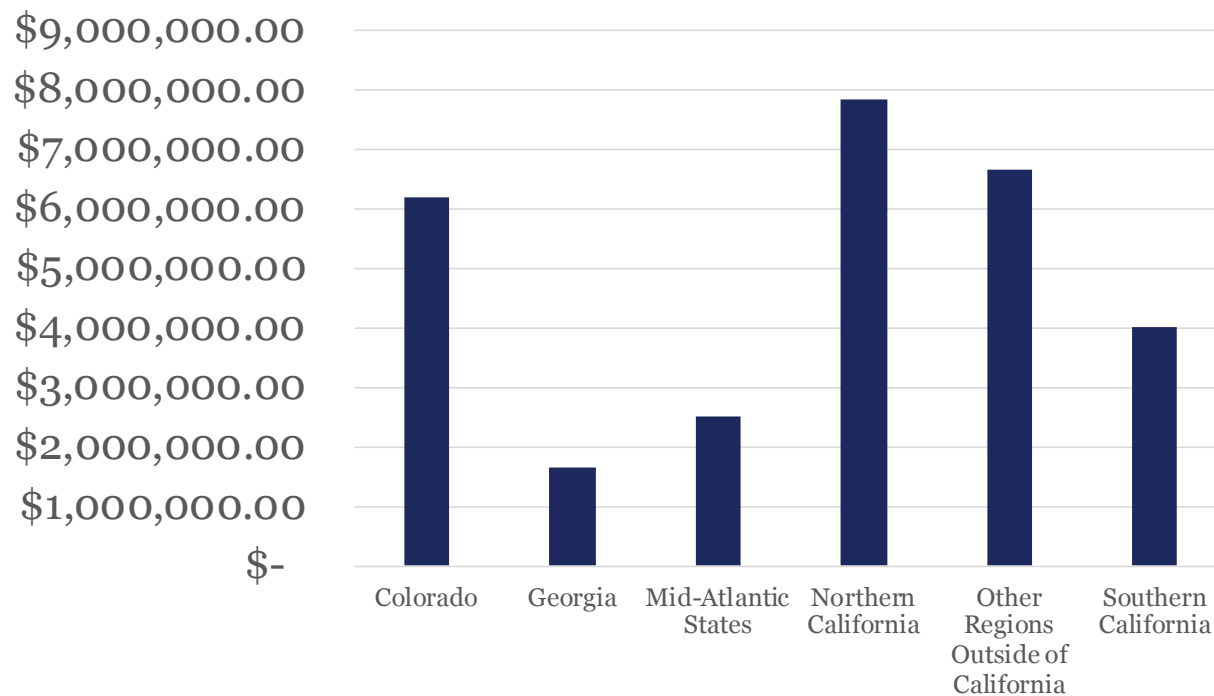
2019 vs. 2020

Clicks per Region



- This dip in online interest impacted most regions in 2020. (Northern California, Southern California, and Colorado)
- However, the Mid-Atlantic States and ROC saw increased consumer interest.

2020 Medicare Paid Search Ad Budget



- The distribution of Medicare advertising is impacting online interest in Kaiser Permanente.
- Georgia and the Mid-Atlantic States all have a higher population of medicare recipients than Colorado. However, Colorado receives a higher ad budget.

Regional Budget Finding

- Redistributing regional ad dollars to match potential members within each region will result in higher online interest.
- Example: Georgia is ranked 10th for the population of Medicare recipients (1.8 million people), so the allocation of ad budget funding should be greater than Colorado, which comes in 25th. (900,000 people)

Entity-Relationship Model



Thank you.