



## HEALTHCARE CASE STUDY

# National health insurer saves \$2 million by eliminating ineffective mailings

### The Challenge

The insurer's in-house marketing team deployed multiple campaigns targeted to seniors, using a variety of mailings, discounts, offers and other strategies. They collected and measured results for individual campaigns, but didn't have the capacity to analyze across all their campaigns to determine which were most effective.

### The Solution

They turned to SmartBase to leverage their Marketing Audit & Analysis solution to analyze all the campaigns and results, looking at multiple variables simultaneously.

### The Results

We identified which components were most and least profitable, and uncovered critical response patterns.

For example, we found that multiple responders were virtually non-existent. Once a senior contacted the company, the prospect either purchased right away or didn't buy at all. Armed with this valuable data, the team eliminated thousands of records from future efforts, which saved the company \$2 million in mailing costs in just one year.

For future campaigns, the team was able to be more targeted and more effective.

### Highlights

- Identified most effective mailer type and offer.
- Identified ineffective mailing that saved \$2 million annually.
- Maintained HIPAA compliance at all stages.

### About SmartBase Solutions

We help companies like yours grow from a smart base. We provide platforms, tools and guidance so you can leverage your vast amounts of data to make smart business decisions.