

MAILER:

Liberty HealthShare

OBJECTIVE:

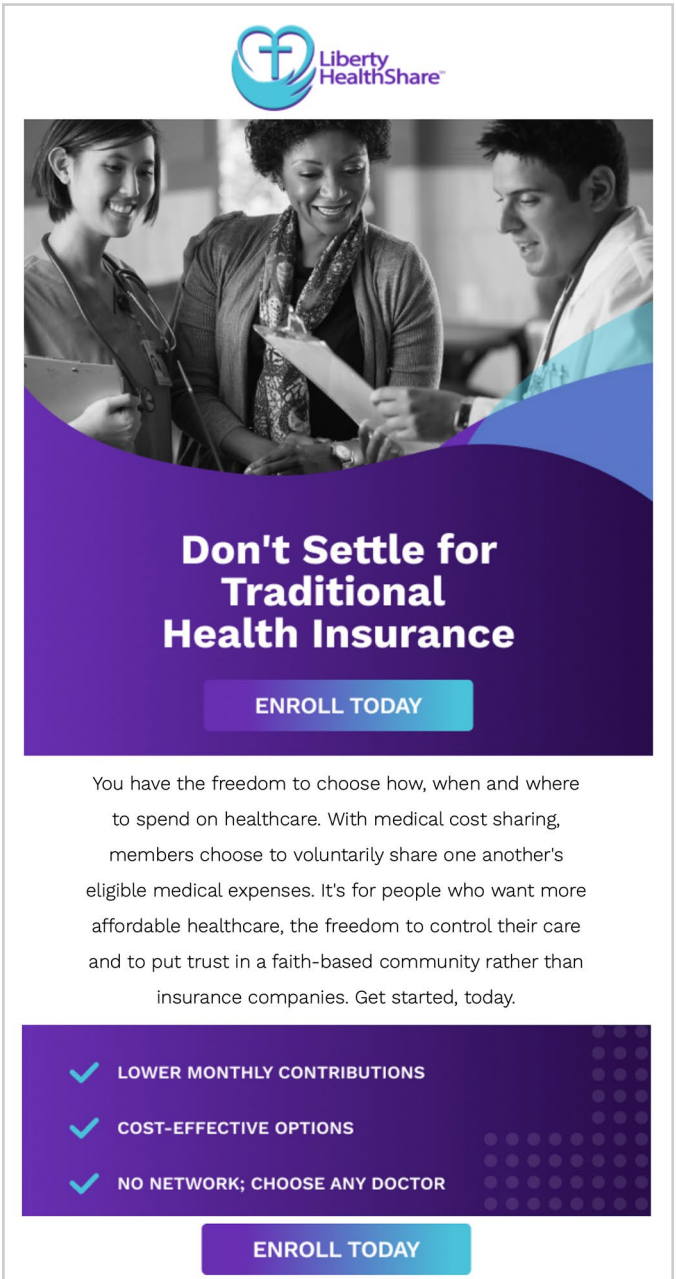
Liberty HealthShare faced the challenge of increasing health insurance member enrollments.

SOLUTION:

eTargetMedia planned and executed a strategic email marketing campaign that targeted adults over the age of 25 years old who were actively searching for a new health insurance plan or who specified they are interested in health related offers. eTargetMedia strategically selected the Health Insurance Seekers file which includes an active in-market audience that is seeking information on the best health insurance plans including best prices, coverage, providers and customer service. The campaign was geo-targeted to a US Nationwide audience, excluding Washington and New Mexico. The creative featured the benefits of enrolling in a Liberty HealthShare health insurance plan as well as promoting the plan's lower monthly contributions and medical cost sharing among members. A strong call to action invited email recipients to visit the website to enroll.

OUTCOME:

We deployed a series of 3 targeted email marketing campaigns that generated a high open rate and click through rate which led to a significant increase in health insurance applications and enrollments.



The creative features the Liberty HealthShare logo at the top left. Below it is a photograph of three diverse people (two women and one man) smiling and looking at a document together. The background of the creative is a gradient of purple and blue. The main headline reads "Don't Settle for Traditional Health Insurance" in white text. Below the headline is a blue button with the text "ENROLL TODAY". A paragraph of text follows, describing the benefits of the plan. At the bottom, there is a dark purple box with three white checkmarks and corresponding text: "LOWER MONTHLY CONTRIBUTIONS", "COST-EFFECTIVE OPTIONS", and "NO NETWORK; CHOOSE ANY DOCTOR". Below this box is another blue button with the text "ENROLL TODAY".

Don't Settle for Traditional Health Insurance

ENROLL TODAY

You have the freedom to choose how, when and where to spend on healthcare. With medical cost sharing, members choose to voluntarily share one another's eligible medical expenses. It's for people who want more affordable healthcare, the freedom to control their care and to put trust in a faith-based community rather than insurance companies. Get started, today.

- ✓ LOWER MONTHLY CONTRIBUTIONS
- ✓ COST-EFFECTIVE OPTIONS
- ✓ NO NETWORK; CHOOSE ANY DOCTOR

ENROLL TODAY

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