

Insuring marketing with good ad tech

eHealth partnered with Adobe Marketing Cloud to retarget and drive conversion with one integrated solution.

- **19%** drop in target cost per acquisition
- **40%** drop in budget with better CPO
- Better visibility, efficiency, and reaction times with integrated stack

"With Adobe, we are now finally able to view our audience universe from initial visit to conversion—with every touch in between. The last open enrollment period was a testament to the advantages of an integrated solution. Not only did our end-to-end visibility allow us to make better decisions and react faster, we even managed to improve our CPO while lowering budgets by 40%."

Rachel Rambo, Manager of Customer Acquisition, eHealth

The Customer

Making insurance easy.

For the longest time, individuals and families found it hard to get insurance and receive care unless they were insured through their company. In the late 1990s, eHealth revolutionized the space by creating the largest private online exchange for insurance policies.

Since their inception, eHealth has managed to enroll more than four million people in health coverage. They are currently the leading private online marketplace for individual and family health insurance products in the U.S.

The Goal

Looking beyond the silo.

Buying health insurance can be a daunting task for many. And people visiting the eHealth site rarely convert on the first visit. So there is a definite need to re-engage the customer after they have left the site.

Also, eHealth must work with a fixed open enrollment period which is a crucial time for acquiring new customers. As they inch closer to the deadline every year, their marketers need to quickly analyze and optimize their digital marketing campaigns to drive the most sign-ups. This includes reporting, changing creative and campaign levers, and tracking and optimizing against their targets.

Two years back, eHealth was using five different platforms to manage their marketing activities. Because of this, they had to connect separately to each platform, the pixeling was not unified which led to messy de-duping of conversions, and reports had to be patched together to get the complete picture. No doubt this was affecting productivity.

But it was also affecting performance. There was rampant duplication, cannibalization of their own performance, and an inability to quickly test or react to changes because everything was siloed. And the audience wasn't seeing a unified retargeting story from eHealth.

eHealth knew they had to change the conversation.

The Solution

Saying hello to efficiency!

eHealth made a list of their needs and decided to go shopping. They needed a platform that supported multiple ad strategies, a holistic view of all campaigns with unified reporting, the ability to quickly launch and test creative strategies, and provide transparent reporting.

Because it checked off all their boxes, they invested in the Adobe Marketing Cloud. They could retarget their audience meaningfully with Adobe Audience Manager, forecast and optimize their media buying with Adobe Media Optimizer, personalize and test their content with Adobe Target, and unify their pixeling and get reporting insights with Adobe Analytics.

The Success

The real test: keeping up with open enrollment.

The eHealth team saw massive improvements in productivity and performance. The conversations changed from settings and pulling reports...to much more evolved discussions around retargeting, win rates, and lifetime value.

The cost per order was 19% lower than the target and it has consistently been better with Adobe ever since.

In addition, eHealth could start efficiently managing their enrollment period. In fact, when the enrollment deadline was extended by two extra days, eHealth could react fast with new creatives, fresh budget forecasts, and messaging for the campaigns.

eHealth wanted an apples-to-apples comparison of performance with Adobe versus previous point solutions, so they applied the same budgets and goals. Adobe was able to drive more conversions, improve the CPO with 40% lower budget, and drop the CPM. This was mainly because Adobe has an end-to-end view of the audience and could maximize the reach (while honoring frequency settings) more efficiently.



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Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

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