CASE STUDY

Expanding Audience Reach for Open Enrollment

MediaAlpha

Executive Summary

The agency of record (AOR) for one of the largest health insurance carriers in the United States, wanted to broaden campaign audience reach and achieve its return on investment (ROI) objectives.

By managing spend with the MediaAlpha platform, the AOR was able to extend reach by more than 25x, while maintaining efficiency. As a result, campaign performance targets were exceeded.

Expanded Audience Reach to High Quality Traffic

25x

Background

Open Enrollment is now a strategic priority for health insurance carriers and their agency partners. With a short timeframe and intense competition, more effective and robust campaign management and optimization tools are required.

The AOR for a large health insurance carrier sought a programmatic bidding solution for Open Enrollment that would increase access to high quality performance media traffic and help optimize performance results throughout the campaign. The agency approached MediaAlpha.

They were excited by the potential of the MediaAlpha platform, and decided to conduct real-time testing during the Open Enrollment period, to evaluate its ability to broaden audience reach and achieve solid ROI targets.

Campaign Objectives

1. Broaden audience reach with high quality traffic
2. Optimize performance while scaling reach
3. Evaluate MediaAlpha's technology for managing and optimizng bidding strategies

Taking Control with MediaAlpha

MediaAlpha's sophisticated bidding tools were essential for the design, management and optimization of a successful Open Enrollment campaign. As a result, the AOR successfully **scaled audience reach by more than 25x**, while maintaining efficiency and exceeding campaign performance goals.

Targeting

- Granular targeting controls mapped to demographic criteria:
  - Geography, household income, household size, etc.
- Individualized campaigns for different insurance products
- Campaign segmentation to conduct customized bid strategies

Optimization

- Real-time A/B testing of ad copy to maximize individual campaign performance
- Conducted weekly ad testing to refine campaign messaging
- Real-time optimization feedback to ensure the most effective ad copy was running at all times

Transparency

- Robust platform reporting delivers real-time insights enabling the Agency to identify their highest value audience
- Transparent exchange provides full visibility across all supply sources to optimize bidding across the ecosystem

Open Enrollment Results

25x

Legend: Total Ad Spend* • Normalized Conversion Rates*
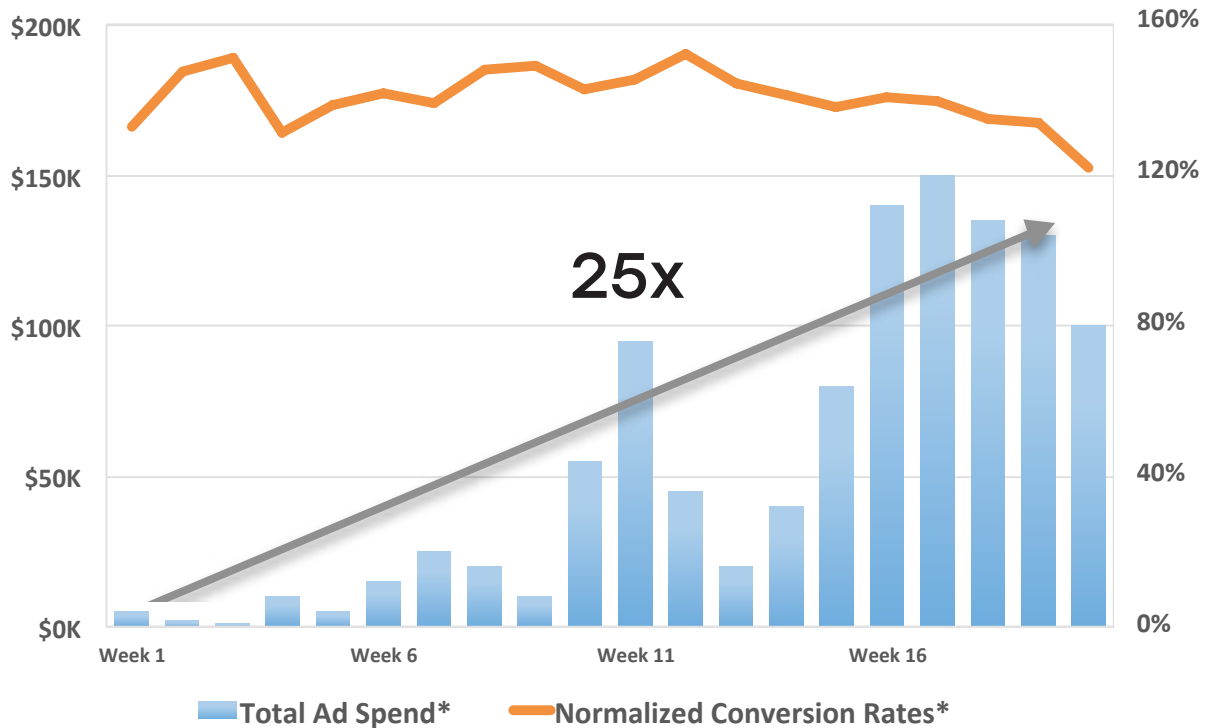
*Performance results have been normalized and rounded to protect advertiser identity.

The MediaAlpha platform afforded the agency of record unprecendented control over its campaigns, and exceptional transparency into the quality of media and bids. Accordingly, it exceeded its health insurance audience acquisition targets, while also maximizing ROI.

About MediaAlpha

MediaAlpha innovates at the intersection of programmatic technology and vertical search, bringing transparency and efficiency to buyers and sellers. MediaAlpha for Advertisers empowers buyers to efficiently acquire high-intent consumers to improve ROI. MediaAlpha for Publishers helps sellers gain control over inventory to optimize yield and maximize revenue.