

# Case study — Medical insurance

## Direct marketing analytics



### Challenge

A leading national agency of individual medical insurance products ("the client") wanted to bolster their writings of Medicare Advantage and Supplemental coverages and was looking to grow their commission-based business aggressively.

Toward this end, the client sought new marketing channels that could deliver sales at targeted marketing allowable. Past marketing efforts had been focused primarily on developing digital leads that were then distributed to their captive agents. Unfortunately, the ability to grow the scale of this lead channel was limited. So the first question became one of how to deliver economically efficient results at a sufficient volume?

A second challenge was one of speed to execution. The open enrollment period for Medicare Advantage plans was just a few months off and fast approaching. This called for a swift and sustainable solution. Based on a past relationship with EXL the marketing executive made a call to EXL and posed the question, "How can we rapidly develop and deploy a direct response marketing strategy capable of delivering allowable cost per sale efficiencies?"

### Solution

Following a series of exploratory meetings with the client, EXL assessed the viability and effectiveness of various direct response media channels. In order to deliver both the desired economic return and reasonable scale a proposal was put forth to test the merits of a direct response television (DRTV) advertising campaign. This initial test campaign would consist of two unique television creative spots to be



tested over a statistically confident sampling of TV media. The test would be conducted on a National Cable basis with the results highly measured and analyzed.

Targeted efficiencies resulting in an ultimate cost per sale metric were developed and agreed to by the client. The test was on.

# Direct marketing analytics case study - Medical insurance

## Results

In short, the test was an unqualified success! Not only did the test outperform the allowable targets but it also provided valuable iterative readings that enabled EXL to expand the program rapidly. Over the course of a seven week period, based on positive performance, the client ultimately increased the DRTV budget to a multi-million dollar level. The cumulative cost per sale efficiency was more than \$100 (23%) better than the clients targeted allowable.

Given the success of this initial DRTV campaign, EXL was subsequently engaged to conduct DRTV promotions for the client's 2013 Affordable Care Act (ACA) open enrollment period campaign. Five new creative spots with varying length options were created and all proved to be effective. This combined with a complex and highly coordinated media buy strategy resulted in the campaign again outperforming targeted goals. Based on this favorable performance, the initial budget was ultimately tripled and targeted allowables were once again beaten.

## About EXL

EXL (NASDAQ: EXLS) is a leading business process solutions company that looks deeper to drive business impact through integrated services and industry knowledge. EXL provides operations management, analytics and technology platforms to organizations in insurance, healthcare, banking and financial services, utilities, travel, and transportation and logistics, among others. We work as a strategic partner to help our clients streamline business operations, improve corporate finance, manage compliance, create new channels for growth and better adapt to change. Headquartered in New York and in business since 1999, EXL has approximately 23,000 professionals in locations throughout the U.S., Europe and Asia.

[EXLservice.com](http://EXLservice.com)

