

Case Study

Regional health insurer

OBJECTIVE: A regional health insurer wanted help identifying opportunities to improve & direct their marketing efforts.

FINDINGS: We conducted a marketplace analysis across wide range of Experian data assets:

- Comparing the entire **Market Population** to:
 - **Terminated**, **Renewed**, & **New Members**,
- Successfully able to identify strategic opportunities by analyzing differences:
 - Between terminated & renewing members; &
 - Between the entire marketplace & new members.

RECOMMENDATION: Strategic findings included:

- **Retention Focus** – Client resonates most with less educated members aged 45-65, in non-professional occupations.
- **Acquisition Focus** – Appeal to prospects by price sensitivity & benefits to the entire family rather than on brand.

