



LEADING HEALTH INSURER TRANSFORMS AGENT ACQUISITION

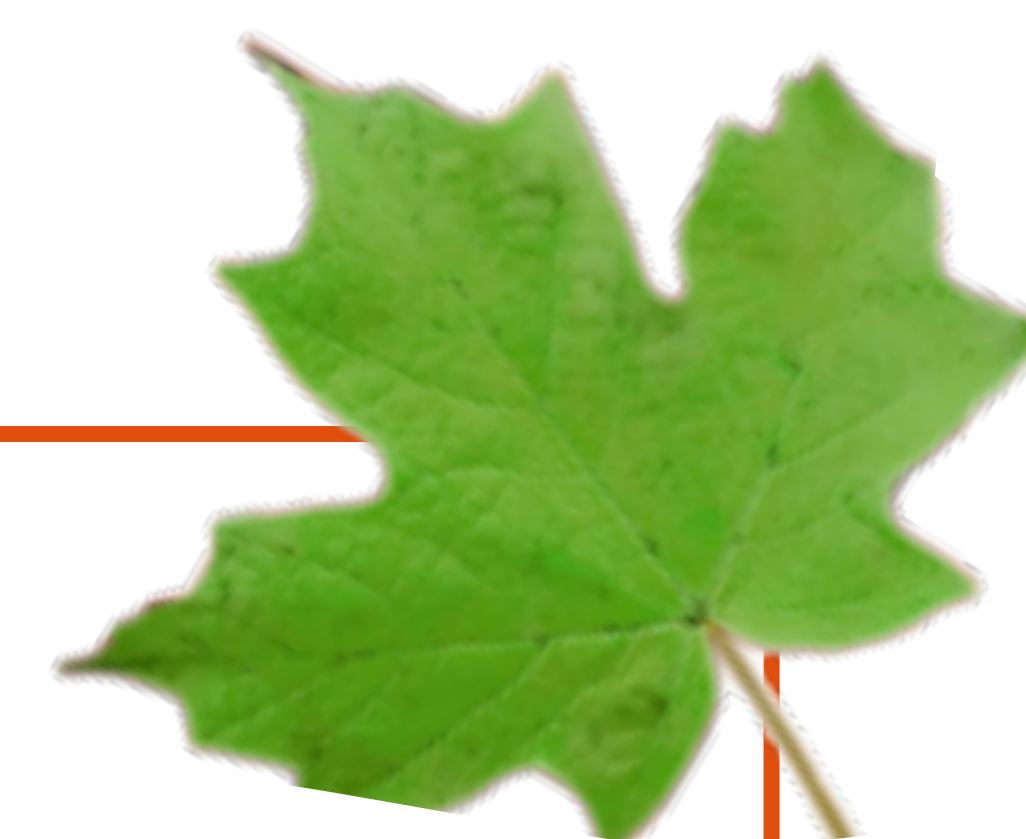
WITH AUDIENCE-FIRST **APPROACH TO GROWTH MARKETING**

A leading Fortune 100 health insurance company achieved early success by innovating its marketing operations with investments in talent and technology, driving measurable improvements. However, the organization recognized the potential to further enhance efficiency, effectiveness, and impact on its network of agents, brokers, and third-party administrators (TPAs).

In order to accelerate and scale its success, the health insurer turned to TrueVoice Growth Marketing™ to build a full-funnel acquisition model - ultimately revealing a vast landscape of innovation and potential for growth.

Of course, growth marketing is not new. But until now, organizational and technological barriers have prevented the company from being able to adopt and implement a full funnel marketing approach effectively to drive measurable gains.

By adopting a growth mindset and a full funnel philosophy, the company was able to become more relevant to its agents, develop a more complete picture of its marketing effectiveness, and understand how its marketing efforts drove agent engagement and, in turn, increased revenue.



ADOPTING A GROWTH MINDSET AND A FULL- FUNNEL PHILOSOPHY ALLOWS ORGANIZATIONS TO...

- Become more relevant to today's customers
- Develop a full picture of marketing's effectiveness
- Understand how marketing drives growth and revenue

HOW CAN WE EXTRACT GREATER VALUE

FROM EXISTING MARKETING AND CRM INVESTMENTS?

The immediate goal was to help the organization extract greater value from its existing marketing technology and CRM investments by bringing operational alignment to top-of-funnel paid media with down funnel agent acquisition and retention activities.

Historically, the organization's top-of-funnel demand generation was not connected with its Salesforce Marketing Cloud-based nurturing initiatives, creating an imperfect experience for its agent and broker audiences, and limiting the impact that all channels could have on driving business growth.

To execute a unified, synchronized, and multi-threaded agent acquisition and retention strategy, the organization required a more robust understanding of the modern agent. This would not only allow the organization to more efficiently target and engage with agent audiences, but also instill consensus within the organization to ensure that all funnel stage outreach reflected a consistent understanding of agents and their unique journeys.

AGENT ACCESS POWERS A WHOLE SYSTEMS APPROACH TO GROWTH

TrueVoice Growth Marketing™ helped the client execute on this agenda by deploying a pilot of a Test and Learn strategy. By adopting an audience-first approach, the insurer gained an enhanced agent and broker understanding that informed multi-touch, integrated campaign journeys designed to improve agent engagement and conversion, while meaningfully measuring the lift in leads as a direct result of a well-orchestrated multi-channel campaign.

TrueVoice Growth Marketing™ used advanced Artificial Intelligence and Machine Learning to analyze nearly 1.2 million pieces of live behavioral metadata from agents, brokers, and TPAs hosted in more than 350MM outlets and sources to power this effort which included:

82,000 ACTIVE SOCIAL NARRATIVES OF MORE THAN 64,000 AGENT, BROKERS AND TPAS

112,000 DIGITAL AND SOCIAL VISIBLE CONTENT ENGAGEMENTS IN THE FORMS OF REACTIONS, COMMENTARY AND SHARING

INDUSTRY INSIDER INTERVIEWS THAT INCLUDED FMOS, AGENTS AND EMPLOYERS

ENTERPRISE CAMPAIGN DATA AND PERSPECTIVES FROM INTERNAL CLIENT STAKEHOLDERS AND ACTIVE CLIENTS

This unique audience access served as the catalyst for a whole-system approach that focuses on the four dimensions of growth: **Targeting, Content, Operations, and Measurement.**

TARGETING

Proprietary access and the resulting unified views of agent behavior at each stage of their constantly evolving journeys translates into dynamic, precision targeting of best prospects.

The insurer was able to get detailed information about which agents to target, where to target them, and what problems they were trying to solve at specific points in their journey.

OPERATIONS

Unified agent views busted silos and established a shared operational framework for the end-to-end management of orchestrated multi-touchpoint acquisition campaigns.

These campaigns harnessed the complete range of capabilities and aligned teams – paid media, email, inside sales – to engineer down-funnel nurturing activities and enable complex multi-touch, journey-based campaigns.

CONTENT

Agent insights and the deep metadata contained within served as the foundation for the comprehensive Content Marketing Model.

This model definitively established and guided the engineering of journey-based messaging, creative, and formats for hyper-targeted digital and social media advertising.

MEASUREMENT

Analytics disciplines refined the measurement practice across teams and established the building blocks for multi-touch attribution and full-funnel analytics.

This data measured and optimized agent efforts at every point in the conversion funnel, enabling the team to look beyond last touch attribution and, for the first time, understand the impact of the multi-channel touches that happened prior to an agent converting to a lead.

NEW ADS AND INTEGRATION

FUEL LEAD GROWTH
AND AGENT ACTION



In less than 90 days of working with TrueVoice Growth Marketing™, the healthcare insurer’s agent acquisition and retention paid media campaigns produced impressive results:

5.5x

MQL VOLUME
YOY INCREASE

120%

AUDIENCE GROWTH
ABOVE PROJECTED

125%

MQLs
GROWTH FROM BASELINE

10x

AGENT ENGAGEMENT
VS. PAST ENGAGEMENT

ADS FUELED
LEAD GROWTH

The Growth Marketing approach proved effective at generating agent leads, producing more than 5½ times the volume of marketing qualified leads YOY.

INTEGRATION
AMPLIFIED GROWTH

The integration of paid media had a significant influence on email performance, more than doubling lead volume and significantly increasing email conversion rates, with more than half (51%) of agents’ multi-touch conversions clicking on an ad prior.

GROWTH CONTENT
FUELED AGENT ACTION

Defining and leveraging in-demand content - as defined by content model - was effective at engaging agents generating nearly ten times engagement per post than prior campaigns, and conversion that was six times greater than projected.

In addition to impressive growth in these areas, the healthcare organization’s Test and Learn program helped the marketing team achieve several important “firsts”:

AGENT ACCESS AND UNDERSTANDING

TrueVoice Growth Marketing™ empowered the insurer’s access to data-based, new-found knowledge about its agents, brokers and TPAs, and their unique journeys to becoming contracted, high-producing partners.

CROSS-CHANNEL ORCHESTRATION

TrueVoice Growth Marketing™ engineered a first-of-its-kind, cross-channel campaign to generate agent leads through a series of focused engagement and nurturing initiatives.

SCALABLE GROWTH MODEL

TrueVoice Growth Marketing™ established a proven data-driven, repeatable, and efficient model for scalable agent engagement, acquisition, and retention.

MULTI-TOUCH ATTRIBUTION

TrueVoice Growth Marketing™ established the foundational elements for the tracking and measurement of multi-touch attribution.



THE FUTURE OF INNOVATION IS FULL-FUNNEL

FROM

TO

BLANKETED ADS

PRECISION TARGETED ADS

BROAD BRAND MESSAGING

JOURNEY-BASED MESSAGING

PASSIVE ENGAGEMENT

ACTIVE CONVERSION

SILOED METRICS

FULL-FUNNEL ATTRIBUTION

FRAGMENTED UX

UNIFIED UX

NO LEAD NURTURING

FORMAL LEAD NURTURING

The need to innovate for growth is not just a marketing issue; it is a whole-system necessity. In far too many companies, organizational silos prohibit growth from taking place. Effective growth marketing enables close collaboration among all stakeholders, within and among marketing, sales, and data and automation teams.

But full funnel marketing is more than just a campaign strategy. It's a total shift in how marketers think and how marketing works — and it requires a commitment to building the collaboration and capabilities needed to transform marketing into a growth engine.

TrueVoice Growth Marketing's full funnel approach combines the power of both brand building and performance marketing through linked teams, measurement systems and key performance indicators. Ultimately, it creates space for an organization to connect the dots between sales and marketing and leverage its existing technology investment across the funnel to drive alignment, growth, and competitive advantage.

ABOUT TRUEVOICE

TrueVoice Growth Marketing™ unleashes the power of full funnel marketing to accelerate demand, increase qualified leads, and drive meaningful growth. We use AI and precision targeting to help clients find their most valuable customers and nurture their experiences across the marketing funnel. TrueVoice is a Dun & Bradstreet Open Ratings top performer and trusted partner to Fortune 100 clients across an array of highly-regulated sectors including government, healthcare, insurance, financial services, and manufacturing.

REACH OUT

Brock Pernice | Managing Partner
brock.pernice@TrueVoiceGrowth.com
203-291-9142