



HEALTH INSURANCE MARKETER

ADVERTISER SUCCESS STORY



BACKGROUND

An online healthcare company focused on improving how consumers shop for and enroll in health insurance coverage came to Perform Media seeking incremental leads while maintaining return on ad spend (ROAS).



GOAL

Generate leads for medicare offerings with ROAS at or above 20%.



SOLUTION

This healthcare marketer used our Contextual Search product to scale user acquisition efforts while exceeding ROAS. Our unique two-click user validation model and responsive search ad formats helped drive optimal performance while eliminating the risk from fraudulent clicks. Search campaigns were supplemented with one-click search to drive additional volume. Later, Native and Push Notification ad formats were adopted to reach new audiences at various parts of the sales funnel.

RESULTS

72.65%

ROAS

3X

Goal Performance

9K+

Leads/60 days



PERFORM
MEDIA

performmedia.com | advertiser@performmedia.com



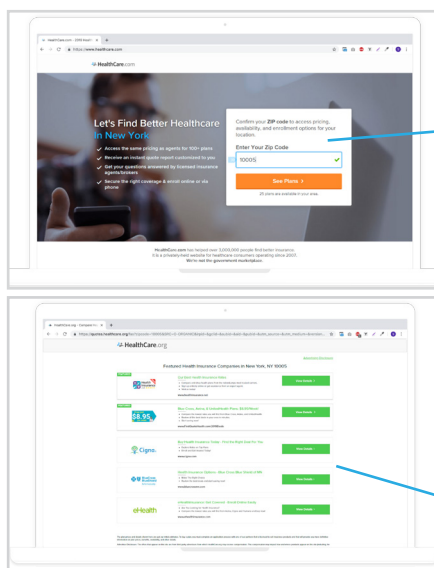
REACH VALUABLE, UNIQUE HEALTH INSURANCE SHOPPERS WITH HEALTHCARE.COM

PERFORM MEDIA & HEALTHCARE.COM

Perform Media provides advertisers and agencies with direct access to qualified, interested health insurance and Medicare shoppers through our partnership with Healthcare.com. Use search ads with images to increase leads and exceed performance goals. Perform Media clients also have access to the Media.net publisher network with over 85% reach in the US.

AT A GLANCE KEY BENEFITS

- ✓ **Publisher Quality & Scale** - reach users across Healthcare.com, Healthcare.org and Medicareguide.com in addition to other top publishers like CNN, Forbes, WebMD, Autobytel, and Good Housekeeping in a network with 10 billion monthly ad impressions across 500,000 sites
- ✓ **Easy Portability** - use existing assets to get started
- ✓ **Platform & Expert Service** - the Perform Media Console and our expert client services team ensure campaign success
- ✓ **High Performance** - our 2 click search model ensures highly qualified traffic and eliminates fraud



1. From healthcare.com, healthcare.org or medicareguide.com, user enters a zip code and conducts a search.



2. The page redirects to a search ad listings page where the user is shown Perform Media ads.



3. The user clicks an ad and is taken to the advertiser landing page

