

Integrated Direct Mail and Paid Media Strategy Drives Medicare Enrollment Growth

Challenge

A nationally ranked West Coast health system's Medicare Advantage Plan needed to reach individuals approaching age 65 at scale, educating prospective members on plan-specific benefits while driving awareness, engagement, and enrollment across highly competitive West Coast markets.

The initiative required a coordinated strategy capable of combining traditional and digital channels into a seamless member acquisition experience.

Key challenges included:

-  Reliably identifying and targeting "about-to-turn-65" audiences across priority markets.
-  Connecting offline and online engagement into a measurable, trackable customer journey.
-  Sustaining accurate audience refreshes and campaign performance month after month.
-  Understanding which channels and touchpoints were driving the strongest engagement and conversion activity.

Solution

Our team developed and executed a fully integrated acquisition strategy that combined highly personalized direct mail with paid media activation and advanced attribution tracking.

The campaign was designed to create multiple coordinated touchpoints across digital and traditional channels, ensuring prospects consistently encountered relevant messaging throughout their Medicare decision-making journey.



Personalized direct mail at scale

Our team built a scalable direct mail engine powered by data-driven personalization and monthly audience refreshes.

Personalization included:

- Dynamic local proof points featuring the five closest health systems physicians based on recipient address.
- Spanish-language creative versions for households identified as primarily Spanish speaking.
- Timed deployments aligned to each recipient's 65th birthday enrollment window.
- Personalized response mechanisms and tracked phone numbers to measure engagement and attribution.

This approach balanced one-to-one relevance with operational efficiency, enabling ongoing monthly drops without sacrificing targeting precision.

Integrated paid media activation

To complement direct mail outreach, the team launched an integrated paid media strategy designed to reinforce messaging, extend campaign reach, and drive prospects toward digital engagement opportunities.

Paid media channels included:

- Paid social campaigns.
- Digital display advertising.
- Paid search campaigns.

Paid media campaigns were strategically timed alongside direct mail deployments to increase message frequency and create coordinated engagement opportunities across channels.

In a single year, paid media generated:

- 15.6 million impressions.
- 132,000 clicks.

This multi-channel approach significantly expanded audience reach while supporting stronger engagement and response rates from direct mail recipients.

Advanced tracking and attribution

Our team supported comprehensive tracking and reporting infrastructure to connect offline and online engagement activity.

This included:

- Unique tracking phone numbers tied to campaign channels and tactics.
- UTM governance and campaign tagging across paid media efforts.
- Website traffic monitoring and engagement reporting.
- Call attribution reporting tied to media sources.
- Ongoing optimization based on engagement and conversion insights.

The integrated reporting framework provided their Medicare Advantage Plan with clear visibility into which channels were driving calls, website engagement, and enrollment activity.

Outcome

The integrated campaign successfully combined traditional and digital engagement strategies to drive measurable growth across awareness, engagement, and enrollment metrics.



+200% year-over-year enrollment growth in priority cities.



49% of all inbound calls driven by direct mail.



+6,200 direct mail-driven calls tracked through campaign attribution reporting.



+140,000 website visits driven by paid social, display, video, and search campaigns collectively.

Beyond driving call volume and enrollment growth, the campaign delivered valuable insight into how prospects engaged throughout the Medicare decision-making journey. Attribution reporting revealed that 34% of information kit downloads originated from direct mail recipients, demonstrating the channel's ability to influence both offline and online actions. direct mail engagement also generated more than 3,500 attributable website visits, further validating the effectiveness of coordinated cross-channel outreach.

The campaign demonstrated how integrated direct mail and digital media strategies can create a connected consumer journey, providing clear visibility into performance while driving measurable engagement and enrollment growth at scale.