

Blue Cross Blue Shield Individual Online Acquisition Campaign

White Horse works with Anthem Blue Cross Blue Shield, the nation's largest health insurer with 34 million members, to design and manage online direct response campaigns. One such campaign promotes its individual managed care product set, which is offered by distinct Blue Cross brands in 13 different states. White Horse is responsible for all media planning and buying, creative development, campaign deployment, reporting, and management.

Challenges

- Identify viable online audience segments through effective media planning, test direct response messaging against each, and create closed-loop feedback that enables measurement and reporting required to optimize into target cost-per-lead metrics
- Decrease campaign management cost of ownership by centralizing content and campaign management across all 13 states (each of which must display its own logo and adhere to language and other content-related legal requirements)
- Capture *all* leads generated by this campaign, including phone and latent leads
- Deploy a geo-targeted campaign that adheres to Sarbanes-Oxley regulations
- Report state-specific costs and performance metrics for each of the 13 states



Flash banner sequence

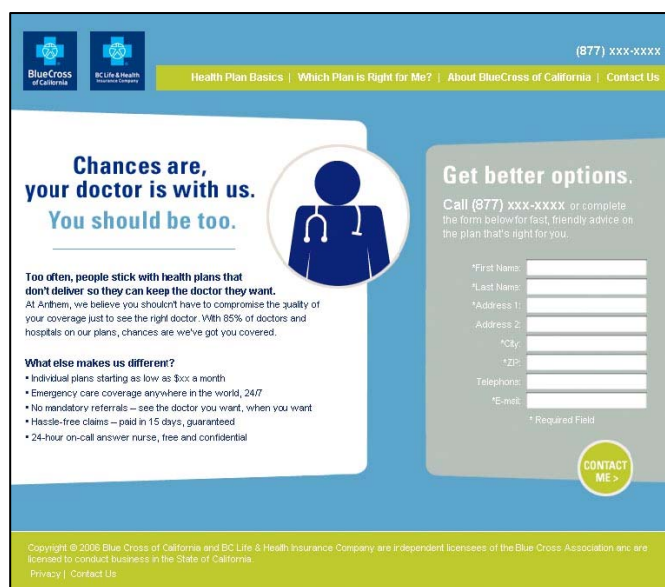
Results

- White Horse created a multi-faceted, geographically and demographically targeted media plan designed to measure message effectiveness against multiple audience segments
- Four message concepts supported by two distinct landing pages were deployed and tested on publishers in specific content categories (e.g., news, lifestyle, employment, etc.), portals, and advertising networks
- Nearly two hundred ad units were deployed in support of each state's unique legal and logo requirements; this complex schema is supported by a landing page platform that dynamically serves content, legalese, and page architecture as dictated by the state/publisher combination delivering each visitor

- The landing page platform is enabled with full content management capabilities, facilitating rapid message testing and shortening the time required to find the banner/content combinations that deliver the strongest conversion rates
- White Horse “serves” the campaign using MediaPlex’s Mojo ad server, providing more timely and granular campaign metrics than supplied by publishers, and greater publisher accountability for total impressions served and related costs
- White Horse is an Omniture SiteCatalyst certified partner and uses SiteCatalyst to gain click-to-conversion view-through; campaigns are managed based not simply on those publishers delivering the most traffic, but on those who deliver the most *qualified* traffic, and therefore the strongest conversion rates
- Our lead tracking system enables Anthem to track leads all the way through its internal sales process, including the ability to properly attribute leads originating on our landing pages, but that convert via phone, e-mail, or other Anthem Web sites. This provides Anthem’s marketing organization with the highest possible trackability and accountability for its online investment.
- Other success metrics:
 - CTR trended upward week over week based on effective creative optimization
 - Landing page optimization improved overall conversion rate by 50%
- White Horse continues to help Anthem understand the differences between online and offline direct acquisition, and how to successfully conduct interactive campaigns by deploying entrance and exit surveys that examine such factors as the customer’s mental model while researching insurance, and the breadth and depth of content visitors require to motivate them to share personal information, etc.

Services Provided

- Media planning and buying, campaign deployment and management
- Design all creative including Flash and GIF banners and their respective landing pages
- Ongoing multi-variant message testing and conversion optimization
- Lead database creation and management; database integration with Anthem CRM system
- Design, engineer, and host a dynamic landing page platform with full content management capabilities
- Deploy Omniture SiteCatalyst; metrics dashboard creation
- Performance reporting



Landing page