

## CASE STUDY

# Healthcare company uses direct mail to activate 45% of accounts

## THE CHALLENGE

## Keeping marketing ROI in good shape

A healthcare company that provides comprehensive, primary, and urgent care, and behavioral services understands that high-quality healthcare shouldn't be exclusive or expensive. This company partnered with Lob to expand its capabilities in direct mail marketing to ensure customers were getting everything out of their plans and services.

“Direct mail has a higher engagement rate as we can reach people at home. **Direct mail is a high-performing channel within our Targeted Outreach Program—with 45% of account activations attributed to these mailings.**”

Senior Marketing Manager



## BACKGROUND

Industry: Healthcare

## KEY RESULT

Averages an  
activation rate of

**2.87%**

## CHALLENGES

- New customer acquisition
- Customer awareness of services

A healthcare company that provides high-quality comprehensive, primary, and urgent care, and behavioral services.

## CASE STUDY

### THE CHALLENGE

The healthcare company needed a surefire way to reach prospective members and make them aware of their available services and healthcare providers. Unfortunately, about 20% of its members don't have email addresses. But, they do have physical addresses.

The organization looked for a partner in the direct

mail space so it could reach its members and prospective members at home. The healthcare company also needed a solution to automate its mailings and scale based on member data and triggers for particular services or healthcare campaigns without recreating the wheel each time. The company's pain points could be addressed with a prescription for Lob.

### THE RESULTS

After an initial check-up of the marketing workflows, direct mail was automated based on triggers in the CRM system, like a member starting a new job or a visit follow-up. Using specific triggers automates highly-personalized and HIPAA-compliant mailings.

The results were just what the doctor ordered. The

average activation rate was nearly 3% (2.87%) for direct mail compared to email's 2% - and customers get only one letter in the program but multiple emails. It also saw an average engagement rate of 6.5% with letters. With a CPA of \$22 per letter, it has a healthy ROI on its direct mail marketing compared to the industry average of \$78.

### KEY RESULTS

45%

of account activation  
attributed to direct mail

2.87%

Avg. activation rate via  
direct mail compared to 2%  
for email

6.5%

Engagement rate  
via direct mail





## THE FUTURE

# Direct mail: A healthy investment

The organization has plenty of skills in sending high-performing acquisition and awareness direct mail campaigns but wants to laser-focus on personalization and testing. Some upcoming A/B tests could include different mailpiece form

factors, adding QR codes, or even more envelope personalization to increase opens and activations.

The healthcare company is excellent at holistic healthcare, and it's also looking at more opportunities to have a holistic marketing approach by using digital marketing triggers for its direct mail efforts.

But for now, the Senior Marketing Manager tell us, "This targeted program is something that we're continuing to build around and invest in. The automation aspect of Lob is huge. It's easy to manage our evergreen direct mail campaigns and know that they're always on. And we're happy with what we're seeing and trying to continue to scale and grow it."

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## CONCLUSION

This healthcare company found a healthy balance for its marketing efforts by including trigger-based and HIPAA-compliant direct mail. See what a healthy dose of direct mail could do for you and your marketing campaigns.



Get your direct mail in good shape by exploring the benefits of partnering with Lob—and get the statistics and trends shaping direct mail in this space with the free industry [report](#) on our healthcare page.

**Lob**

Get a demo