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Adstra Case Study
Healthcare

Client:

A publicly traded American healthcare technology company whose mission is to build better ways for people to find the right care at the best price. Company's technology gives all Americans – regardless of income or insurance status – the knowledge, choice, and care they need to stay healthy.

Problem:

Build in-house capabilities to create deep, durable, differentiated experience for 10+MM users (consumers, healthcare professional and pharmacists) that use their platform. Wanted to deliver full cross-channel (off and on platform) connected experiences for its users and influencers.

Solution:

- Adstra, with the client's Data Engineering & Science team delivered the offline demographic, interest and identity spine for the US.

- Using this as a foundation, the client built their in-house identity, enrichment and audience capabilities.

- Client's data science team then built bespoke propensity models for acquisition and retention efforts, and the market team leveraged such audiences for offline (direct mail) and online (paid social, programmatic) channels.
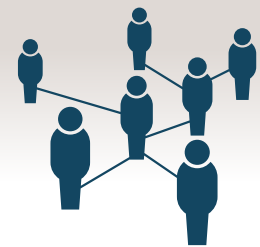
Impact:

- Multi-touch people-based attribution solution has shown 30%+ more recognition and attribution volume compared to the client's 1st party data only solution.

- Enabled cross channel incrementality measurement. This capability allows market teams to efficiently scale marketing spend across channels.

Customer Recognition
+30%