Member Conversion and Prospect Acquisition Solution

Data-Powered Persuasion

- The highest level of digital marketing sophistication driven by machine learning

- Tailored messages and offers based on member insights and prospect behavior for optimized communications and conversions

DELIVER THE RIGHT MESSAGE TO THE RIGHT MEMBERS AND PROSPECTS, AT THE PERFECT TIME

All consumers make decisions differently based on their health concerns, life circumstances, and other demographic factors. It's important that your health plan reach prospects and members with customized messaging at specific times to maximize engagement and conversion rates.

Our cloud-based platform leverages advanced health care industry data to segment and target your prospect and member populations with tailored campaigns such as aging into retirement and during Annual Enrollment. Campaign content is powered through machine learning and our team of behavioral psychologists, data analysts, and content specialists to deliver the right message, to the right member and prospect, at the perfect time.

Expand beyond the broad-based messaging of traditional marketing and leverage your already existing member and prospect data to deploy highly sophisticated digital campaigns.

HOW OUR MEMBER ACQUISITION SOLUTION EXPANDS YOUR MEDICARE ADVANTAGE POPULATION

- Digital campaigns include email, Facebook, and other targeted ads, meeting your target population where they are online.

- As the target population responds and interacts throughout the campaign channels, the campaign strategy is optimized and expanded, with ongoing analysis and restructuring of the data.

- Refined data and segments can flow to your CRM— such as Salesforce or Microsoft Dynamics

Increase Medicare Advantage Acquisition & Group to Individual Plan Conversion with Our Member Acquisition Solution Platform
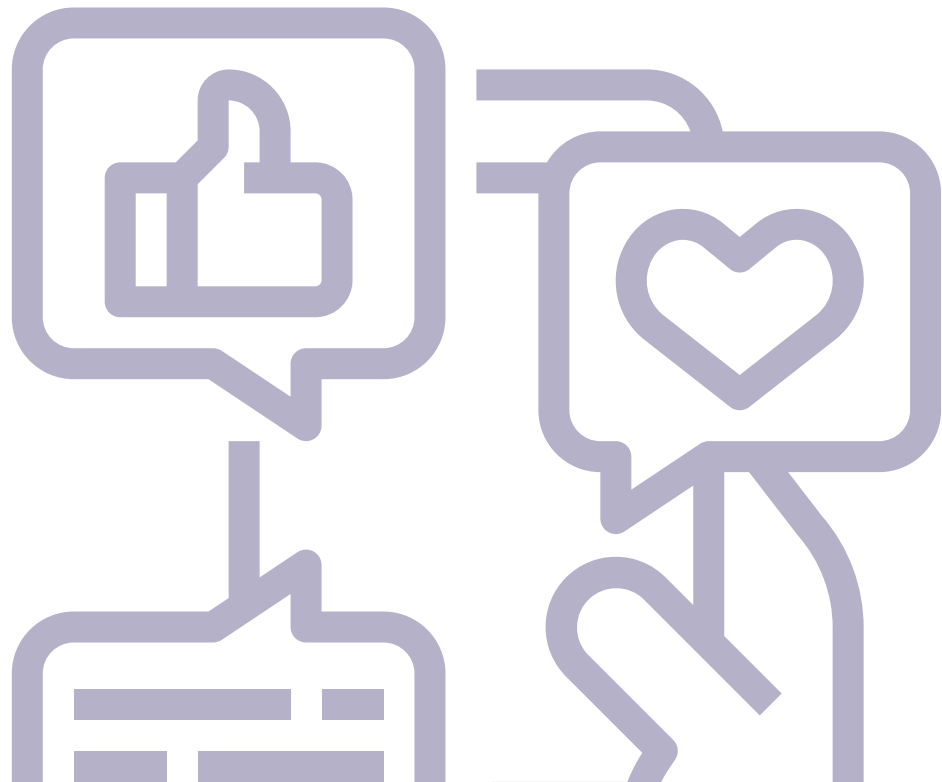
WIN MORE MEDICARE ADVANTAGE ELIGIBLE MEMBERS AND PROSPECTS

- Harness the power of your existing data to gain powerful insights on your prospects and members

- Increase plan affinity with prospects and members

- Reduce the burden on your IT team with this managed service that operates behind the scenes

Reach out to discuss how our member acquisition solution can benefit your plan.

LET'S TALK

sales@advantasure.com

advantasure.com

ADVANTASURE™