Predictive Models to Pinpoint Acquisition Targets

Challenge

A major health insurance provider leveraged Acxiom to develop acquisition models to help build out a new brand in the Medicare Advantage space. To compete effectively, they needed to find prospects willing to quickly engage and be open to purchasing Medicare Advantage policies.

Description / Benefit

Acxiom collaborates with the healthcare payer's team to refine the models in preparation for annual open enrollment annually .

Acxiom assisted the Healthcare payer to build immediate traction in the space against legacy brands.

Product Highlights

Value Prop
Create scoring algorithms that capture the nuance across the geographic footprint of targeting prospects with a new brand.

Differentiators
Acxiom took a long-term approach that reflected "legacy" brand counties and "new" brand counties. Primarily through clever variable creation to build models at geo- and across- geo levels eventually to drive optimized marketing of Medicare Advantage.

How It Works
Model scores are applied to prospect populations. Per above, modeling approaches got "smarter" by reflecting changing brand and healthcare spaces.

Time to Implement
3-4 weeks for model review and rebuild.

acXIOM

Use Case

Pharma, Provider, Payer