

# Direct Mail Testing Helps Humana Establish Two New Controls

Testing demonstrated that a humanized offer and an "official" approach can lift response by more than 13%

## Humana®

### The Challenge

- Beat the long-standing Humana Discount Savings Plan control

### The Solution

- Conduct an A/B/C test to validate creative approaches

### The Result

- Boosted response by more than 13%



## The Challenge

Seniors are inundated with complicated information on Medicare Part A and Part B coverage. The last thing they want to see in their mailbox is information about another insurance plan. Humana turned to J&C to address this challenge and beat their long-standing Discount Savings Plan control.

# The Solution

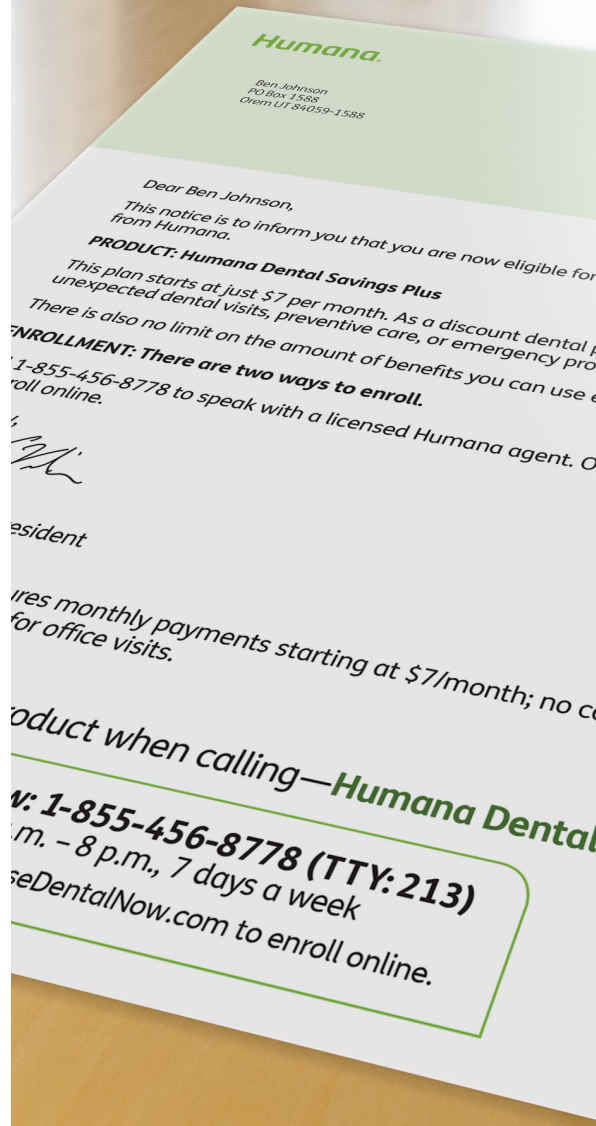
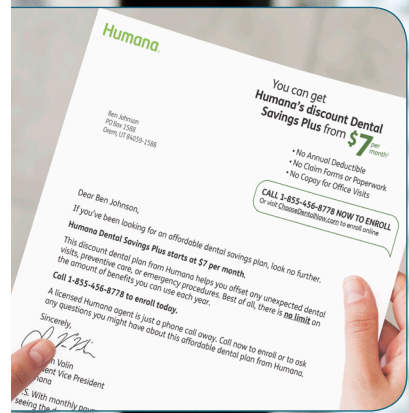
The first step was to take pages of industry insurance-speak and boil it down to a simple offer in everyday language. This included pulling out the real-life benefits of the coverage – something our parents or grandparents could easily understand.

The second step was to create a design that would do three things: 1.) Get noticed in a mailbox full of bills, magazines and postcards; 2.) Get opened; and 3.) Get targeted responders to act.

J&C presented two unique concepts. The first concept was based on a humanized offer that clearly conveyed that seniors could get coverage for \$7 per month. The second was an "official" approach that featured a non-promotional message and offer. Both concepts resonated strongly with Humana and J&C proposed an A/B/C test against the control.

# The Result

As part of the A/B/C test, both challengers went up against the control and both exceeded expectations. The \$7 humanized offer outperformed the control by 13% and the "official" approach increased response by nearly 24%.



# The J&C Approach

## REFINE AND REPEAT

After the analysis is done, the learning begins. Data from each marketing experiment is used to refine campaigns, improve results and increase your ROI.

## PLAN

J&C has been building one-to-one marketing programs for 35 years. Each campaign is constructed on a foundation of data. This yields better results and allows for a more agile way to do business.

## CREATE

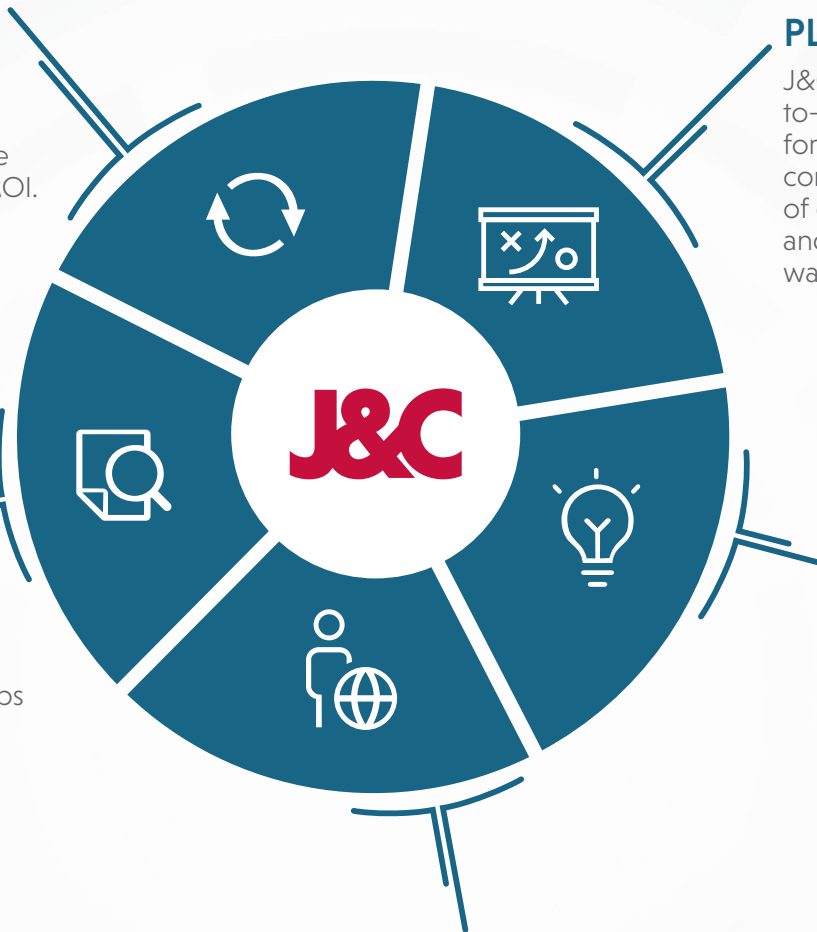
Creating customer-centric experiences is what sets J&C apart. A meaningful experience has the power to enhance your brand, attract new customers and grow your business.

## DISTRIBUTE AND PROMOTE

J&C formulates the exact distribution and promotion strategies you need to get your message in front of the right person at the right time via the right channel.

## ANALYZE

By tracking KPIs that match your business goals, J&C can tell which elements are impacting your bottom line. This helps you keep pace with your customer's needs.



## Let J&C Help Unlock Your Marketing Potential

**For more information, contact:**

Meg Goodman, Managing Director

Tel: 312-894-3030

[mgoodman@jacobsclivenger.com](mailto:mgoodman@jacobsclivenger.com)