

# Digital Third Coast

Agency | Health insurance client

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## Audience Ads

Digital Third Coast gives client healthy returns during peak seasonal moment.

### The goal

The Open Enrollment period is the most competitive time for health insurance companies. Digital Third Coast, the award-winning agency, was up to the challenge to help their client during this peak time. Their strategy, engage customers across the buying funnel to build a pipeline of high-quality leads. Spoiler alert, they succeeded.



### The solution

The first step of Digital Third Coast's strategy was simple. They launched prospecting campaigns with search and native Audience Ads to fill the funnel in preparation for Open Enrollment. All the while, attracting the right customers by using Similar and In-market Audiences. Next was the real genius of the plan, how they converted previous website visitors to buyers using Remarketing and expanding this practice to new audiences using Customer Match targeting. This top to bottom funnel strategy was a success and helped their client achieve a healthy boost in website traffic and conversion rates.

“The Microsoft Advertising team is simply delightful, and their powerful network helped us grow our lead volume during the most important time of the year for us.”

**Nathan Pabich**  
Director of Paid Media,  
Digital Third Coast

### The results

By the end of the Open Enrollment period, the strategy Digital Third Coast put in motion, powered by the Microsoft Advertising's Audience Network and Search Network, achieved a 1.6x\* lift in site visitation rate and 1.7x\* lift in conversion rate.

\*compared to users only exposed to search ads

160%

lift in site visitation rate\*

170%

lift in conversion rate\*



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