

CASE STUDY

PERSONALIZED EXPERIENCE INCREASED CONVERSIONS BY 32X



OVERVIEW

- CLIENT: Baptist Health
- INDUSTRY: Healthcare
- SERVICES: Analytics & Insights: Strategy, Personalization, Implementation
- RESULTS: Users in 2019 were 32x more likely to convert in general and 22x more likely to open an HRA (compared with 2018 users).



Personalize the
experience...



to increase HRA starts
and completions.



The Challenge

Baptist Health is a healthcare provider focused on improving longevity and quality of life for their patients. They work hard to serve as many people as they can within their community.

One way they do this is through their Health Risk Assessment (HRA) feature on their website. The HRA helps people to understand if they are at risk for certain ailments. This is Baptist Health's most important call-to-action. Our challenge was to increase the number of HRA starts and completions.



User is
directed to
HRA page



The Approach

We assessed the Health Risk Assessments (HRA) user experience. Users were being directed to a page that had 6–8 different assessments for each of Baptist Health's locations.

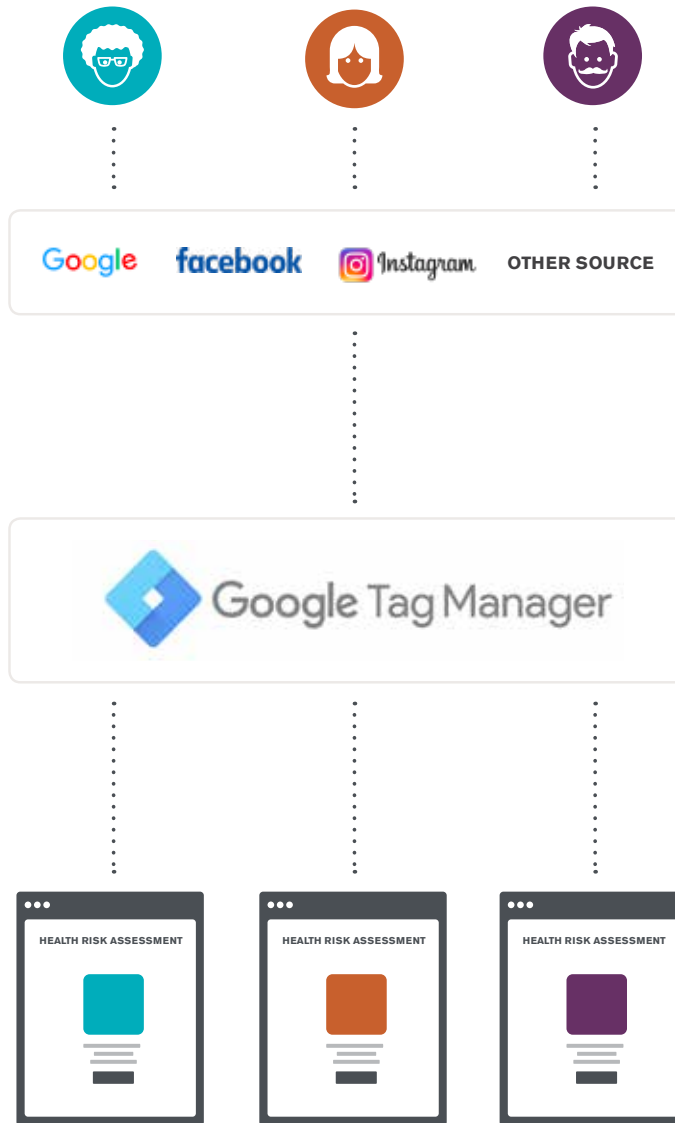
We collected custom data via Google Analytics. Our analysis suggested that this page was overwhelming visitors and discouraging engagement.

Due to development and Content Management constraints, we couldn't implement changes on the page. We had to find a workaround to make this experience more user-friendly.

Users enter
from unique
sources.

GTM “scans”
where they
came from.

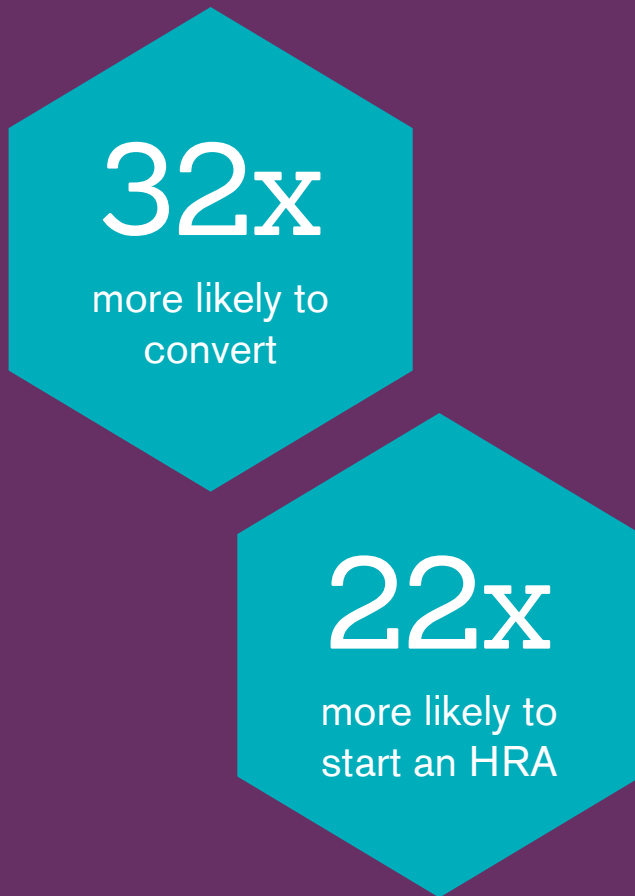
Depending
on the source,
HRA page is
personalized.



The Execution

Seer's analytics team used Google Tag Manager to alter the on page content to align with campaign targeting from Facebook and Google My Business. This resulted in showing the user a single HRA that was most relevant to them based on targeting in Facebook and Google My Business.





The Results

Compared to historical data and campaigns, users that received the personalized experience were 32x more likely to convert and 22x more likely to click to start an HRA.

“In healthcare, it is more important than ever to provide the best user experience possible. Seer worked with us to come up with a solution using Google Tag Manager, tracking, and our CMS to make this a reality.”

– **LAUREN SCHULZ, SENIOR INBOUND MARKETING SPECIALIST AT BAPTIST HEALTH SYSTEM, KY & IN**





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