



"Search makes up 90% of lead forms and 95% of last touchpoint. It is the most crucial of our digital channels."

-- Tim Peyton, Senior Media Director at Lever Interactive

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The Health Insurance Provider achieved well over **1 million impressions**, with a Click Through Rate (CTR) of **4.2%**

Unprecedented need for health coverage

When faced with an unprecedented global pandemic, one of the nation's leading Health Insurance providers shifted their strategy to address the consumer needs of Americans who lost their health insurance coverage. When the first wave of the COVID-19 pandemic forced millions of Americans into unemployment in March through May of 2020, an estimated 5.4 million people lost their employer-sponsored health insurance. In the absence of a comprehensive federal bill to address the high rates of uninsured, 12 states took unprecedented steps to offer coverage by opening a Marketplace Special Enrollment Period (SEP).

Search is most crucial digital marketing channel

With a need to quickly turn on lead generation and customer acquisition campaigns, this provider turned to search advertising as the most efficient approach to returning to the market. Their agency partner, [Lever Interactive](#), implemented a data driven approach to shift investments from more traditional marketing to better performing digital platforms and strategies.

Search delivered healthy results for health insurance provider

With a keen awareness of the time frame, the Microsoft Advertising team was dedicated to implementing strategies during SEP and were described as an "invaluable" partner in the process. Although Covid-19 and SEP presented new challenges for advertisers, Microsoft Advertising, Lever Interactive and the provider were able to adapt and drive success through collaboration. By reactivating campaigns, this client was able to achieve well over 1 million impressions with an impressive 4.2% CTR.