Increase Marketing Leads & Conversions for Your Healthcare Clients

Predict and influence healthcare consumer behavior with Carrot MarketView® Growth

In the rapidly evolving healthcare market, traditional marketing and ad-hoc strategies are losing effectiveness. Health plans are searching for innovative ways to create a consumer-centric healthcare experience.

Position your marketing agency as a strategic partner using a proven, data-driven approach to drive consumer experience, omni-channel strategy, sales targeting, and consumer loyalty.

Proven Success with MarketView Growth:

- Health plans achieved a **2x higher member enrollment** growth rate than competitors
- Marketing agencies achieved a **5.2x higher conversion rate** for top health plan prospects using predictive models
- Health plans achieved higher overall AEP growth with an average **membership growth rate of 9.5%** when partnered with Carrot Health and an affiliated marketing agency

Differentiate your capabilities by providing insights-centered services to drive sustainable growth for your health plan customers. With Carrot MarketView Growth, you can:

- Target consumers at the individual level across with an omni-channel approach using predictive analytics–proven to increase acquisition rates

- Improve campaign relevancy with localized, data-driven personas

- Understand market dynamics, identify targeted outreach opportunities, and view campaign targeting and results in one comprehensive tool

- Increase response and conversion rates, reduce cost per acquisition, and improve overall return on marketing investment

- Access insightful market data highlighting competitive landscapes, consumer trends, and overall market trends

DRIVE MARKETING PERFORMANCE WITH MARKETVIEW GROWTH

Carrot MarketView Growth, a web-based insights and reporting platform, combines more than 100 sources to provide a complete view into member and prospect populations. This self-service tool–fueled by advanced predictive analytics and consumer segmentation–enables deep market insights, targeted marketing approaches, personalized experiences, and data-driven acquisition strategies.

The result: a stronger connection with prospects, leading to lower cost per acquisition, increased brand loyalty, and stronger revenue growth. Features include:

- Interactive dashboards offering market and performance insights across plan types (e.g., Medicare, Medicaid, and Individual & Family Plans), including market enrollment trends, forecasting, and plan benefit design

- Predictive models identifying prospects likely to choose Medicare Advantage, Medicare Supplemental, Original Medicare, Preferred Provider Organization (PPO), Health Maintenance Organization (HMO), etc.

- Preferred member and prospect engagement channels and product choice drivers (e.g., direct mail, email, social media, low premium plan, in-network doctors)

- Target audiences within markets to enable marketing strategy, list execution, and campaign measurement

- Audience and prospect counts for campaign targeting

- Real-time filters and models impacting target consumer counts