

Acquisition drives the traffic but retention pays the bills

As the leading voice of Canada's 80,000 physicians, the Canadian Medical Association advocates for a better healthcare future for all

Problem

- In the past, the CMA had conducted one-size-fits-all rudimentary renewal campaigns with average results. They were often “chasing” too many members after they had lapsed.
- As a co-joined association with local medical associations, the problem was compounded by having to drive renewals through regional partners.
- The opportunity was to use acquisition campaign techniques to improve their membership renewal rates.

Approach

The campaign developed featured dynamic physician-centric renewal messaging within the specific regional renewal window to amplify response and accelerate the speed of renewal.

- Tested a 3-Phased ‘Engage + Notify + Remind’ communication plan to measure and refine approach with significant data sets.
- Developed smart creative to engage on relevant issues, including video and display advertising.
- Created customized copy and messaging for physicians based on their region and practice type.
- Designed an integrated campaign with highly segmented emails, printed mail pieces, social media and print advertising in targeted trade publications.
- Deployed an analytic “measure and manage” approach to optimize the campaign.

Smart segmentation and customization to drive results

Outcome

- Grew response rate to 38.1% open rate, a new high.
- Increased traffic to 2,335 clicks to landing pages: 3.3% of all recipients or 8.6% of all opens.
- Testing in two target regions outperformed previous renewal rates by +157% y/y.
- All creative drove engagement, and supported the renewal messages, which were on brand and meaningful.

