

Case Study:

ALIGNING THREE SEGMENTATIONS TO DRIVE AN INTEGRATED MARKETING STRATEGY

Client Challenge

A leading health insurer needed to refresh its view of the consumer-directed product market (i.e., HSAs, HDHPs). The market was undergoing dynamic change and the company required an updated understanding of key trends and emerging competitive product innovations impacting the category’s key constituent segments; consumers (employees), employers and brokers.

Ironwood’s Solution

Ironwood designed and executed a multi-phased research program to understand the evolving marketplace and determine what, if any, sub-segments might exist within each broader segment. Highlights of the approach included:

- ① An integrated, iterative research design—secondary, qualitative, quantitative—to maximize the context, relevance and actionability of the program outcomes.
- ① A battery of analyses to derive key sub-segments and to identify aligned needs across audiences.
- ① In-depth sub-segment profiling facilitated by the wealth of behavioral, psychographic and demographic data collected.

Key Outcomes

From these analyses, Ironwood created an integrated segmentation framework and worked with the client to develop implementation strategies and tactics, including:

Identified common, cross-audience needs that became the basis for an innovative, theme-based positioning strategy, i.e.: cost-consciousness, security/peace of mind, wellness-focused.

Identified employee adoption barriers that led to the formulation of a sales and conversion playbook for brokers and employers, i.e.: advisory-focused, tech-focused.

Generated an integrated map of the consumer-directed “ecosystem,” that powered the client’s communications and plan/product design strategies.

