



Case Study

## Sophisticated Email Marketing for Better Healthcare



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SingleCare offers savings on out-of-pocket prescription, dental, vision and telehealth costs. Members save up to 80 percent on prescriptions and have access to SingleCare's national dental and vision networks.

Whether it's a life-saving drug, routine dental cleaning, or just an eye test, SingleCare believes that consumers should be able to compare costs for healthcare services and receive care without worrying about networks, coverage limitations, or deductibles.

## Key Takeaways

- With Iterable, SingleCare increased email open rates from 12% to 35% and grew its audience from 25,000 to 150,000 users in six months.
- An engaging five-email welcome series offers answers to FAQs, significantly decreasing the number of support tickets filed by new users.
- With Iterable, SingleCare can build and run marketing campaigns and optimize their performance without relying on technical resources.



## Iterable's Impact at SingleCare

SingleCare uses Iterable's Growth Marketing Platform for all email messaging, including transactional emails, marketing blasts and behaviorally triggered emails.

Once a user signs up for an account, Iterable enables SingleCare to trigger workflows based on website interactions.

SingleCare can send personalized emails related to customers' specific needs, whether they are interested in discounts on prescriptions or booking a dental or vision appointment.



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## Marketer-Focused for Highly Effective Campaigns

As a rapidly growing startup, the marketers at SingleCare found themselves frustrated with the slow support response times and outdated user interface from their legacy email service provider.

They needed technology that offered a more organized, streamlined process to build their programs without depending on their engineering team.



After evaluating several alternatives, SingleCare selected Iterable for its modern functionality and ease of use.

Elisha Singh, Marketing Coordinator at SingleCare, can also trust that emails sent through Iterable end up in the inbox where they belong, not blocked by internet service providers or tossed in spam folders.

In addition to appreciating its marketer-friendly UX and reliable, robust technology, SingleCare benefits from Iterable's dedicated customer support.

"Iterable's customer success team is incredibly knowledgeable, quick and helpful. Everyone is so nice and pays such great attention to any issues I reach out to them with," said Singh.

By freeing up resources and increasing efficiency, SingleCare now spends more time testing email messaging and deploying targeted campaigns with Iterable.

“  
*It's incredible to see the types of filters that the workflows offer, and even a more impressive selection of actions that we can set up for users. Iterable has allowed us to send more customized content, which is increasing our member engagement with emails and the website.*  
”

**Elisha Singh**

Marketing Coordinator at SingleCare

## Advantages of Iterable

- ▶ Intuitive platform empowers marketers to build campaigns without IT support
- ▶ Trusted technology that ensures high email deliverability
- ▶ Proactive customer success team quickly responds to business needs



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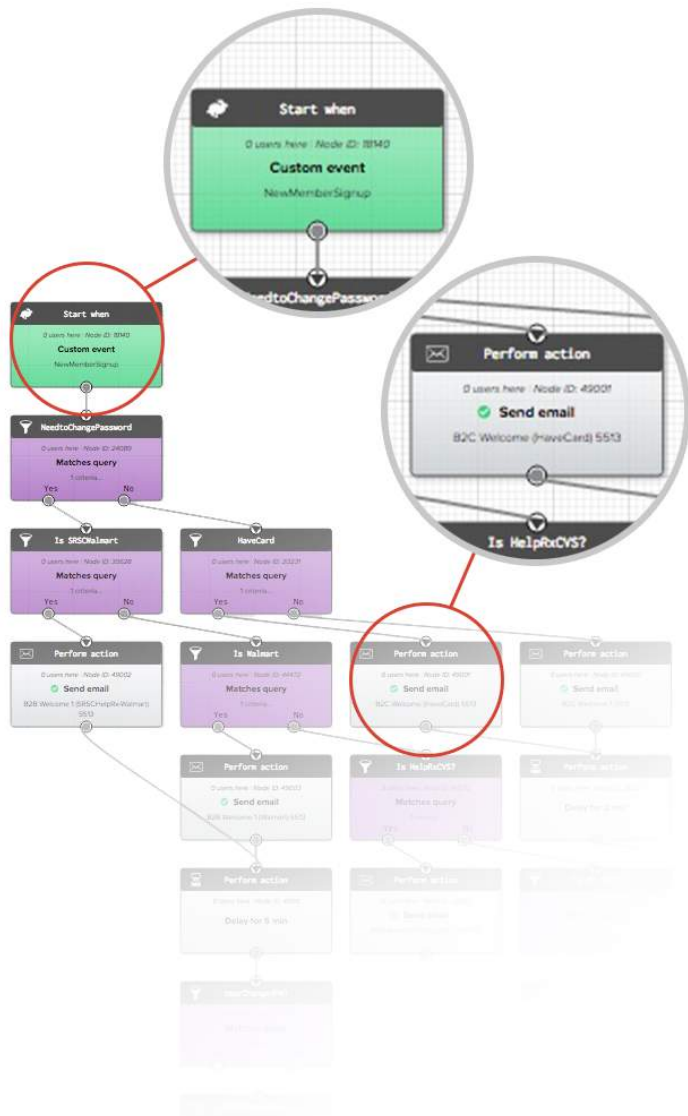
## Workflow Spotlight

As a type of online marketplace, SingleCare allows consumers to get discounts on their prescriptions, dental, vision and video doctor visits.

When a new user signs up, SingleCare uses Iterable to onboard them with a two-week welcome email series.

Here is how it works:

- New users enter this workflow after creating a SingleCare account, which triggers the welcome email series.
- Over the next 15 days, SingleCare sends four follow-up emails, informing users how to access discounts and book appointments easily.
- Based on a user's actions on the site, additional workflows are triggered to provide further information on specialities and services.



This welcome email series has paid off for SingleCare, which achieved an increase in overall open rates from 12% to 35% in the six months after implementing Iterable's solution.

This improvement is especially impressive given that SingleCare dramatically expanded its audience from 25,000 to over 150,000 users during this time.

To better integrate SingleCare's mobile app into the welcome series, the company plans to leverage Iterable to boost its mobile marketing efforts.

The organization is excited to add push and in-app notifications to increase user engagement in future campaigns.

## About Iterable

Iterable empowers growth marketers to create world-class user engagement campaigns throughout the full lifecycle, and across all channels.

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