

# MAC's Marketing Insights:

How We Skyrocketed Subscription Renewals  
For Our Healthcare Client Through  
a Personalized Nurture Campaign

## CASE STUDY



Our experts at MAC understand that personalized marketing is paramount for customer retention. It's especially crucial in subscription-based business models, where renewals are directly linked to revenue stability.

Recently, one of our healthcare clients faced a pressing challenge—the retention and renewal of certified users for their platform. As a solution, MAC developed a tailored nurture campaign to engage their certified members and inspire subscription renewals.

In the healthcare sector, capturing interest is just the starting line. Maintaining engagement is the marathon that healthcare organizations find themselves running. Through the automated nurture campaign, we spoke directly to each customer's needs, preferences, and behaviors.

While many approaches might grab attention momentarily, it's the retention game that counts—and that's where MAC excels! Keep reading to learn how we increased renewal rates, engagement metrics, and user satisfaction for our client.

## The Challenge

Our client had a healthcare platform for working professionals in the industry. The target users were constantly flooded with content and purchase opportunities from all directions. In other words, they needed more than a gentle nudge to renew their subscriptions.

Our client's users craved tailored interactions, meaningful content, and timely engagement. Traditional advertising campaigns could not provide this level of personalization because they operate on a one-size-fits-all mantra, often leading to fading interest and reduced subscription renewals.

In the sea of generic messages, our personalized nurture campaigns at MAC have consistently proven to be game-changers. That's why we chose this approach as the solution to improve our healthcare client's user retention rates.

## The Solution

Our experts at MAC leveraged Marketo to create a personalized email campaign for certified users. Using Marketo's powerful personalization capabilities, we crafted the email content to speak directly to each user's needs and interests.

We also implemented an automation to pull real-time data on subscription expiration dates from our client's cloud-based membership management platform. That way, we could keep a close watch on how many days were left before a user's certification expired. Users stopped receiving emails if they renewed their certifications or chose to leave.

Finally, our team set up detailed tracking to see how well the email campaign was doing. We paid attention to details like:

- How many people opened each email?
- How many clicked on links inside?
- Overall, how interested were they in the content?

With this information, our client could understand their users and fine-tune their email strategy for better results in the future.

## The Outcome

Our personalized nurture campaign was highly successful! Here are the highlights from the results we achieved:

- Increased engagement levels among certified users
- Increased user satisfaction
- Improved user experience through robust personalization
- Streamlined data collection and analysis to gather richer insights
- Helped our client make more informed decisions for their platform

As you can see, our team at MAC met our client's objectives and achieved even more along the way!

## Work with MAC to Deploy a Personalized Nurture Campaign For Your Organization!

Don't settle for a one-size-fits-all approach to customer engagement. Get in touch with our experts now and we'll help you deploy an effective nurture campaign that maximizes customer retention!

[Contact US](#)

