



How Convincely Helped Members Own Health Funds Double Sales Without Increasing Marketing Expenditure

CASE STUDY



“To have people copying us within 6 to 12 months, in a market like health insurance where innovation moves glacier slow, proved that our competitors were taking just as much notice of us as our consumers.”

TROY SHEAHAN,
CEO, MEMBERS OWN HEALTH FUNDS



“Convincely allows us to deliver more personalized online experiences for every user, which quickly builds trust. This helps us sign up 40% of customers within 24 hours.”

HENRY GUHL,
HEAD OF STRATEGY, MEMBERS OWN HEALTH FUNDS



The Client

Members Own Health Funds



INDUSTRY
Health Insurance



LOCATION
Australia

340%

increase in quality leads

102%

increase in sales

250%

increase in share of category growth

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WHAT WE PROVIDED

Funnel-wide Services

- Immersive, dynamic questionnaire
- CRO
- Holistic lead and sales capture system
- Call tracking
- A/B testing
- SEO
- SEM
- Data integration
- Landing pages

Members Own Health Funds is a group of 19 like-minded, not-for-profit mutual health funds. They are passionate in their belief that health insurance is about protecting the health of its members, not making a profit.

The Challenge

Lack of awareness in a highly competitive industry

As Head of Strategy at Members Own Health Funds, Henry Guhl needed to find a way to build consumer trust and help the new company succeed in saturated markets.

The problem was, the health insurance market in Australia was dominated by large, well-known insurance companies that people were already very familiar with.

Members Own needed to ensure that every marketing dollars performed much better than the reality of their comparatively small share of voice.

The key was to increase their ability to convert opportunities created by the advertising.



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“To achieve our business goal, we needed a 300% improvement cost per lead. If we couldn’t do that, we knew we wouldn’t last another 18 months.”

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The Solution

A holistic lead and sales capture system that built trust

When Members Own Health Funds started working with Convincely, they set out to improve the lead capture experience.

They used a game-inspired UX to create a holistic lead and sales capture form that wasn’t cold and impersonal. As users entered their personal information, they generated a profile that reflected who that person was. And, as users were filling out the form, they were presented with testimonials from users who matched their profile. The new system established the level of trust that was needed to get people to enter their personal information.

Convincely also allowed Members Own to rapidly test out content ideas, without spending a fortune. This helped Members Own zero in on the exact pieces of content that produced results.

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“Convincely has figured out how you to build confidence from the moment someone lands on your website.”

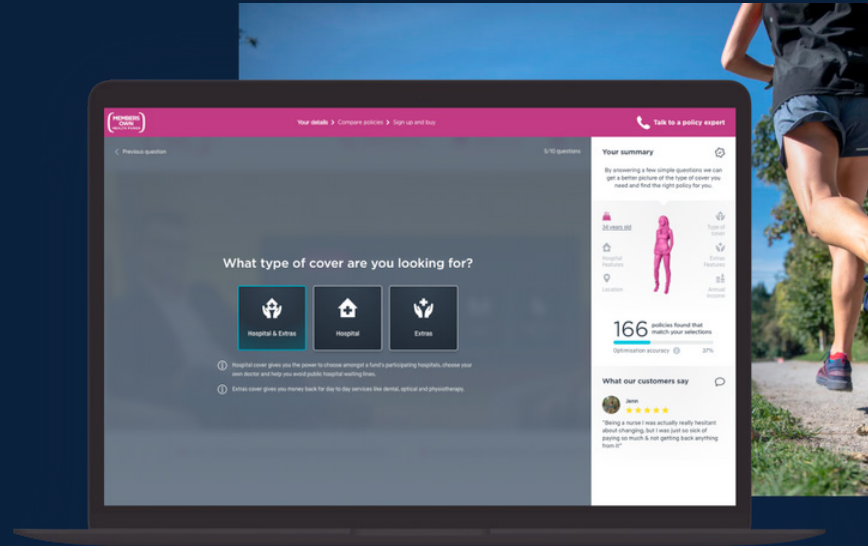
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The Result

More trust, better leads, and an 11% market share

Before Members Own Health Funds starting working with Convincely, they were capturing 20% of all new growth. That's pretty good when you consider their market share was only 11%.

Now they get more than 50% of all growth in the market—and they've been doing it for the past three years running.



Quality leads are up 340%. They've experienced a 102% increase in sales. And their competitors are trying to copy what they're doing.

The new holistic lead and sales capture system that Convincely built helped establish the trust Members Own needed. The content Members Own tested allowed people to better understand what their business model is all about.

The insight they gain from their continuing relationship has CEO Troy Sheahan confident that Members Own Health Funds can continue to grow and thrive in the Australian market.

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“Use Convincely if out-performing your competitors is key to your success.”

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Optimize your customer experience.

Bring in higher quality leads with Convincely's
Personalized website experience.

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