

Interactive and customized video motivates members to take action

Subject line: Have you earned your \$250 yet?

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UnitedHealthcare

Earn up to \$250 in 2018

The 2018 Well-Being Rewards Program gives you up to \$250* in Rewards deposited into your Health Savings Account (HSA) or Health Reimbursement Account (HRA) when you make healthy choices.

Find out how you can earn in this quick video.

[Watch the video.](#)

Objective

Increase awareness and drive incentive engagement (Rally Health Surveys)

Audience

Full population engagement campaign within a beverage manufacturer company

Approach

Deliver email featuring interactive customized video that highlights Rally and motivates the member to participate in the incentive program

Results

39.33% open rate
6.31% click-through rate
309% Rally Health Survey increase*
29% myuhc.com registration increase*