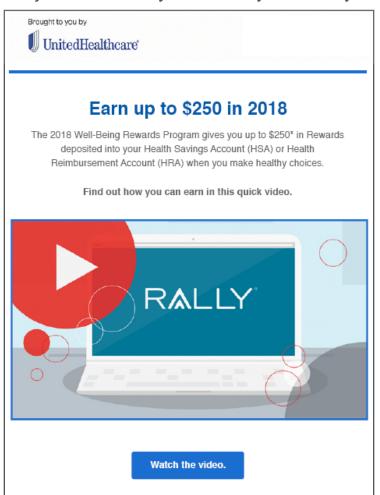
# Interactive and customized video motivates members to take action

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



## 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\*

