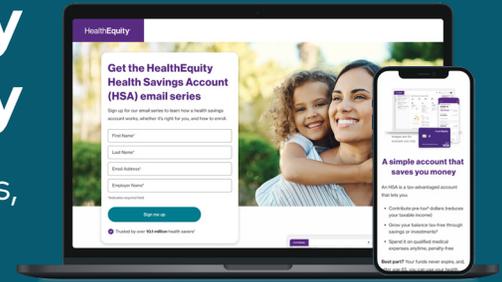**Case Study: HealthEquity**

Driving Enrollment and Efficiency Through Smarter Digital Strategy

With strategic targeting and creatives built for key audiences, VOGLIO helped HealthEquity make every dollar go further.

Client Overview

HealthEquity, a benefits administrator specializing in health savings accounts (HSAs), has partnered with VOGLIO Digital Marketing since 2019. Along with other health solutions, they provide educational resources to consumers and businesses to empower users to make informed health and finance-related decisions.

VOGLIO Services

- Paid Search Management
- Paid Social Management
- Data Engineering and Analytics
- Customer Segmentation
- Conversion Rate Optimization (CRO)
- Creative Development and Testing

The Problem

HealthEquity's existing paid media approach wasn't reaching or engaging qualified, high-intent users. They needed help creating and delivering the right message to the right people at the right time.

The Results

VOGLIO's paid media strategy contributed to cost-efficient results for HealthEquity by supporting HSA enrollment growth, as evidenced by **a 58% boost in qualified traffic and a 36% decrease in cost per click[1].**

↑ **58%**
Increase in
Qualified Traffic[1]

↓ **36%**
Decrease in Cost
per Click[1]

[1]Based on internal marketing data from FY24 to FY25, qualified traffic (defined as clicks) increased across all combined platforms.

How We Did It:

Full-funnel strategy with creative and messaging testing

VOGLIO built and executed a full-funnel strategy for Open Enrollment and beyond. Using creative testing, VOGLIO drove qualified traffic to high-performing landing pages. Messaging was continuously tested and refined to boost engagement and lower the cost per enrollment.
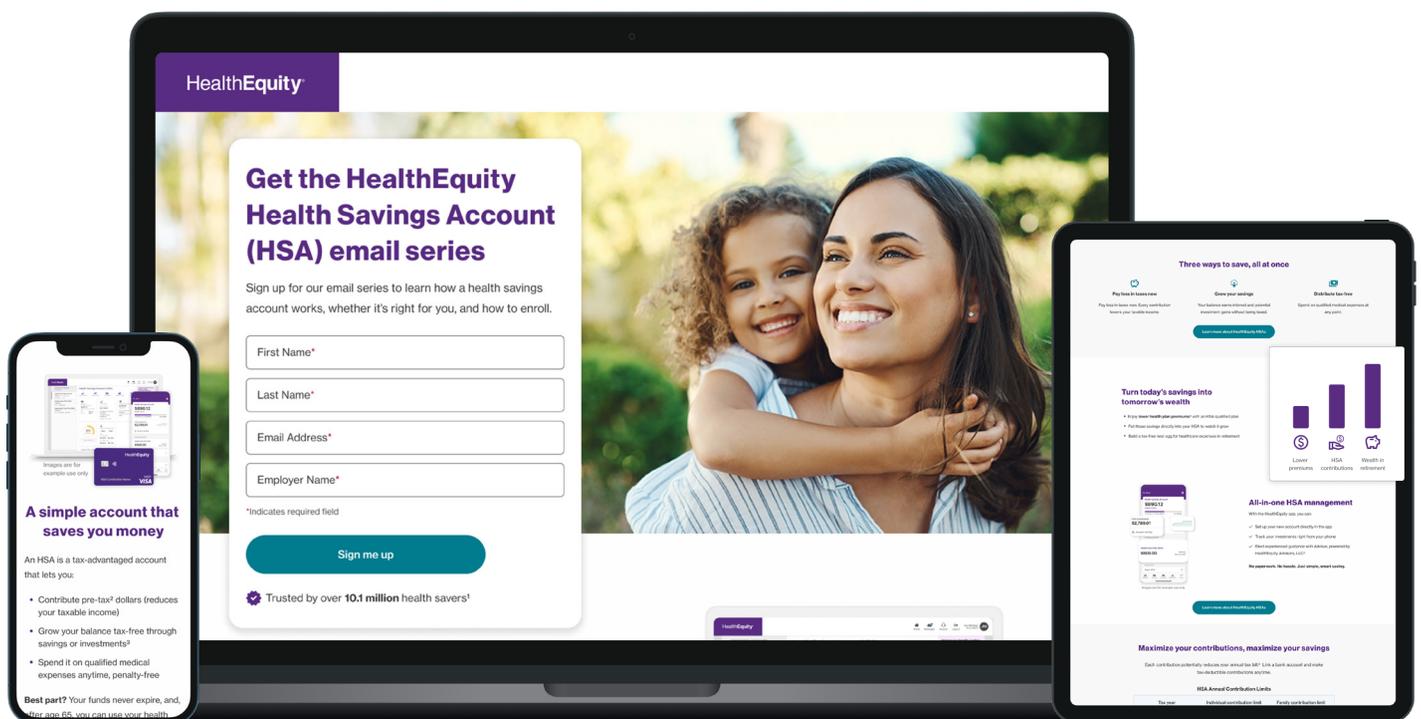
Why VOGLIO?

Since 2014, we've been helping businesses achieve their full digital marketing potential through powerful data tools, a world-class marketing team, and trustworthy partnerships. We know that a successful digital marketing program begins with good data and attribution. Our team is highly skilled at integrating data across marketing platforms and CRM systems to provide a full-funnel, cross channel view of our clients' marketing efforts. Our reporting and analytics help us understand customer lifetime value, return on ad spend, and enable us to optimize our clients' accounts towards profitability.

www.vogliomarketing.com