

CMRignite Increases Awareness for Nationwide Public Health Campaign

Agency leverages Basis' programmatic buying power and partnerships to bring awareness to COBRA, delivering up to a 50% better CTR.

ABOUT: The Department of Labor (DOL) partnered with CMRignite, a strategic marketing agency based in Milwaukee, to launch a nationwide awareness campaign aimed at educating the public about COBRA premium health insurance assistance. Under COBRA, a person who was previously covered on a health plan that is no longer active can elect continuation coverage due to a qualifying life event.

GOALS: CMRignite used the Basis Platform to launch a highly targeted digital campaign across several channels. The goals of the campaign were to:

1. Educate the public on COBRA
2. Position COBRA as accessible to all who qualify
3. Identify the right target segments to maximize ROI
4. Equitably saturate underserved markets with culturally relevant paid media strategy



APPROACH



Programmatic, CTV,
Audio, Display & DOOH



Retargeting, Behavioral,
Demographic, & Contextual targeting



PMPs: Hulu, SpotX, SlingTV, Spotify,
Pandora, iHeart, & more



Market and consumer insight
& research

RESULTS

490M

Total impressions delivered nationally

50%

Better CTR performance vs. industry standard

4.4M

Total COBRA webpage views throughout campaign lifecycle