

Case Study

Top 50 Insurance Provider

"I have worked with numerous vendors in my career and my experience with BlueRush has been exceptional. The entire BlueRush team is extremely friendly and very responsive to our needs. If I had a question or concern it was always handled same day" – Top 50 Insurance Provider Project Manager

Mobile App Onboarding IndiVideo



Goal

Drive app downloads and, for those who already have the mobile app, encourage adoption of paperless billing

Late Payment Notice IndiVideo



Goal

Increase payments on outstanding invoices and encourage customers to sign up for AutoPay feature

Using IndiVideo

29%

Of IndiVideo viewers clicked to download the app or sign up for paperless billing

95%

Of viewers remained engaged, watching more than 75% of the video

Using IndiVideo

13%

Of IndiVideo viewers converted, clicking to enroll in AutoPay

59%

Of viewers remained engaged, watching more than 75% of the video