

Behavioral Economics: Consumer Nudges that Drive Results

Using nudges based in behavioral economics can motivate consumers to take desired health actions.

When applied in a targeted, personalized approach the following tactics have demonstrated significant percent increases in consumer behavior change.



Urgency
5%+

Placing multiple touches closer together signals urgency

Scarcity
15-20%

"Dr. Smith has just one opening..."



Fear of Missing Out

10-30%

"Are you sure?"



Default

10-15%

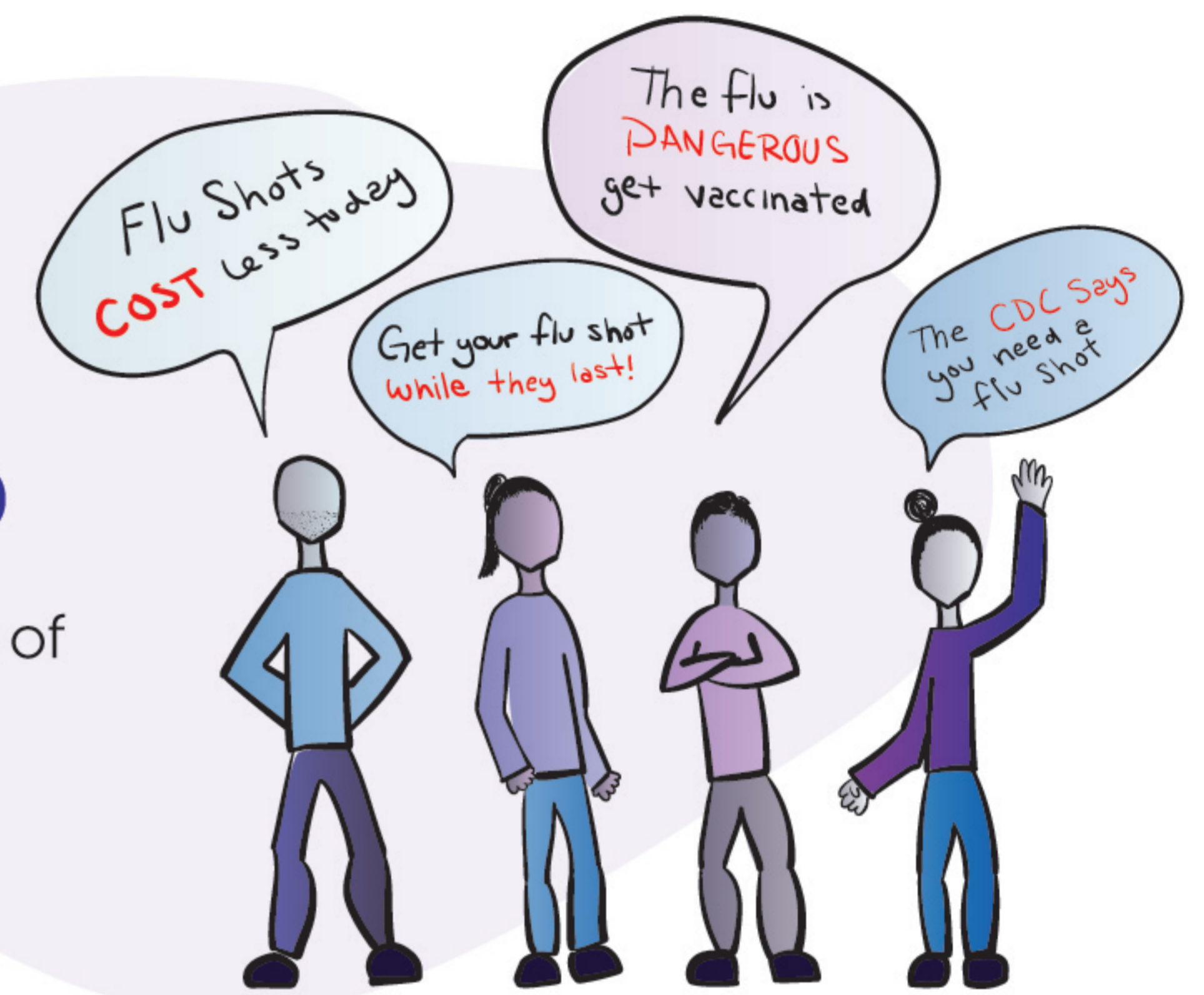
"It's already part of your benefits..."



Framing

10-20%

"Did you know that people of Hispanic decent..."



Choice Architecture

2-3x

"You have three screenings..."



Incentives

5%+

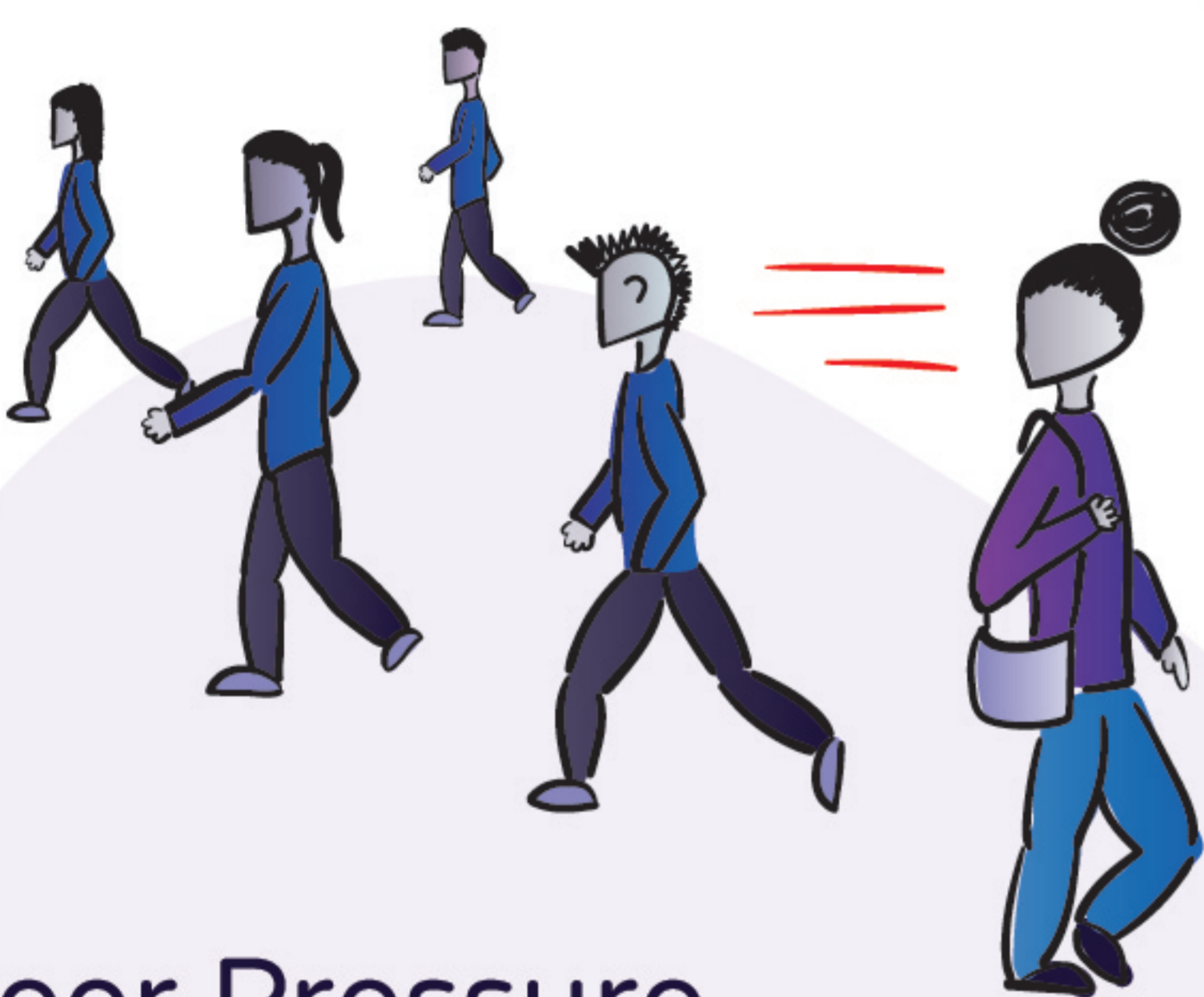
Giving customers value lifts response



Peer Pressure

5-10%

"Spouses quit smoking better together..."



Authority

10-15%

"The AMA says..."



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