



OE7 MEDIA BUY REQUEST

FY18-FY19 PERFORMANCE HIGHLIGHTS

*(2019: <https://bit.ly/2meoQNZ>)



Paid Media Campaign Highlights

- 58,240,166 impressions and 166,874 clicks statewide
 - 50M OE5
- Overall campaign generated a 28% increase in impressions and a 58% increase in clicks to the site compared to OE5
- Increased social Media presence significantly.
 - 464% increase Year Over Year in Click-Through Rate (CTR)
- Lowered overall cost per impression by 8% and lowered our overall cost per click to the site by 35%. (\$6.37 -> \$4.14)
 - Consumer Services Industry Standard: \$6.40

“Here to Help” Video Examples

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Ron Devries
Denver, CO

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Fort Collins, CO

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Allison Summerton
Aurora, CO

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Kevin O'Connor
Durango, CO

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7,144,256 impressions and 0.95% Click-through Rate
Industry Standard – 0.83%

Spanish Media Performance

- Generated 6,266,488 Total Impressions
- Radio, online/mobile, print, earned media
- Digital ads: Desktop & Mobile
 - Email, Facebook, Instagram, programmatic display, search retargeting, native advertising, and video pre-roll.
- **95% of total clicks came from mobile devices in January**
- Facebook LIVE segments generated 64,277 impressions and 2,450 clicks
 - **Mtn Family Health Center Silvia Santana**



Enrollment Center Shared Marketing Campaign

- Offered Matching funds to Enrollment Centers
- 15 Organizations Participated
- Leveraged local expertise on marketing strategies
- Generated over 10 million impressions



OE7 PAID MEDIA GOALS

OE7 Campaign Goals

1. Maintain Search Presence
2. Increase Social Media Advertising
3. Increase focus on Retargeting
4. Continue with Digital Radio/TV Strategy
5. Reach Spanish Audiences via Radio, Print, and Social Media
6. Partner with Enrollment Centers on Shared Marketing Efforts