







## OE7 MEDIA BUY REQUEST

# FY18-FY19 PERFORMANCE HIGHLIGHTS

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

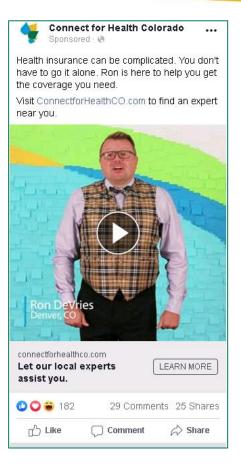


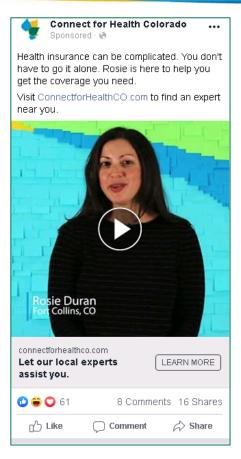
#### **Paid Media Campaign Highlights**

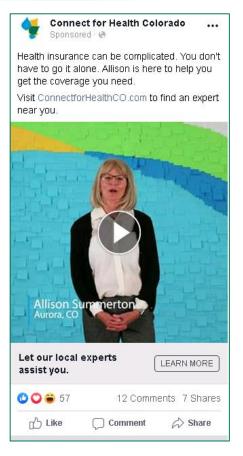
- 58,240,166 impressions and 166,874 clicks statewide
  - 50M OE5
- Overall campaign generated a 28% increase in impressions and a 58% increase in clicks to the site compared to OE5
- Increased social Media presence significantly.
  - 464% increase Year Over Year in Click-Through Rate (CTR)
- Lowered 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

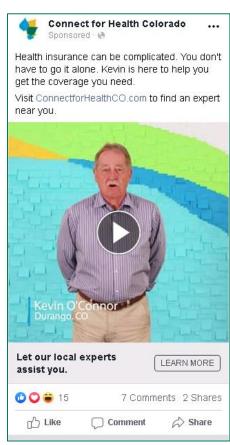


### "Here to Help" Video Examples









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**

- 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

