



MARKETING AND ENROLLMENT UPDATES

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PAID DIGITAL PERFORMANCE

Through January 2, 2020

Digital and Social Advertising Performance

Digital Impressions

Impressions	Clicks	Click Through Rate
22,125,097	55,365	0.25%

Impressions difference YOY	Click difference YOY	Click Through Rate Difference
(5,357,880)	19,945	1.02%

Social Media Results

Impressions	Clicks (All)	CTR (All)	Video Completions
12,701,059	80,638	0.63%	1,334,667

Impressions difference YOY	Click difference YOY	Click Through Rate Difference	Video Completions Difference
6,665,285	30,611	0.45%	292,268

CONNECT for HEALTH COLORADO

It's not too late!

Last chance for 2020 health insurance!

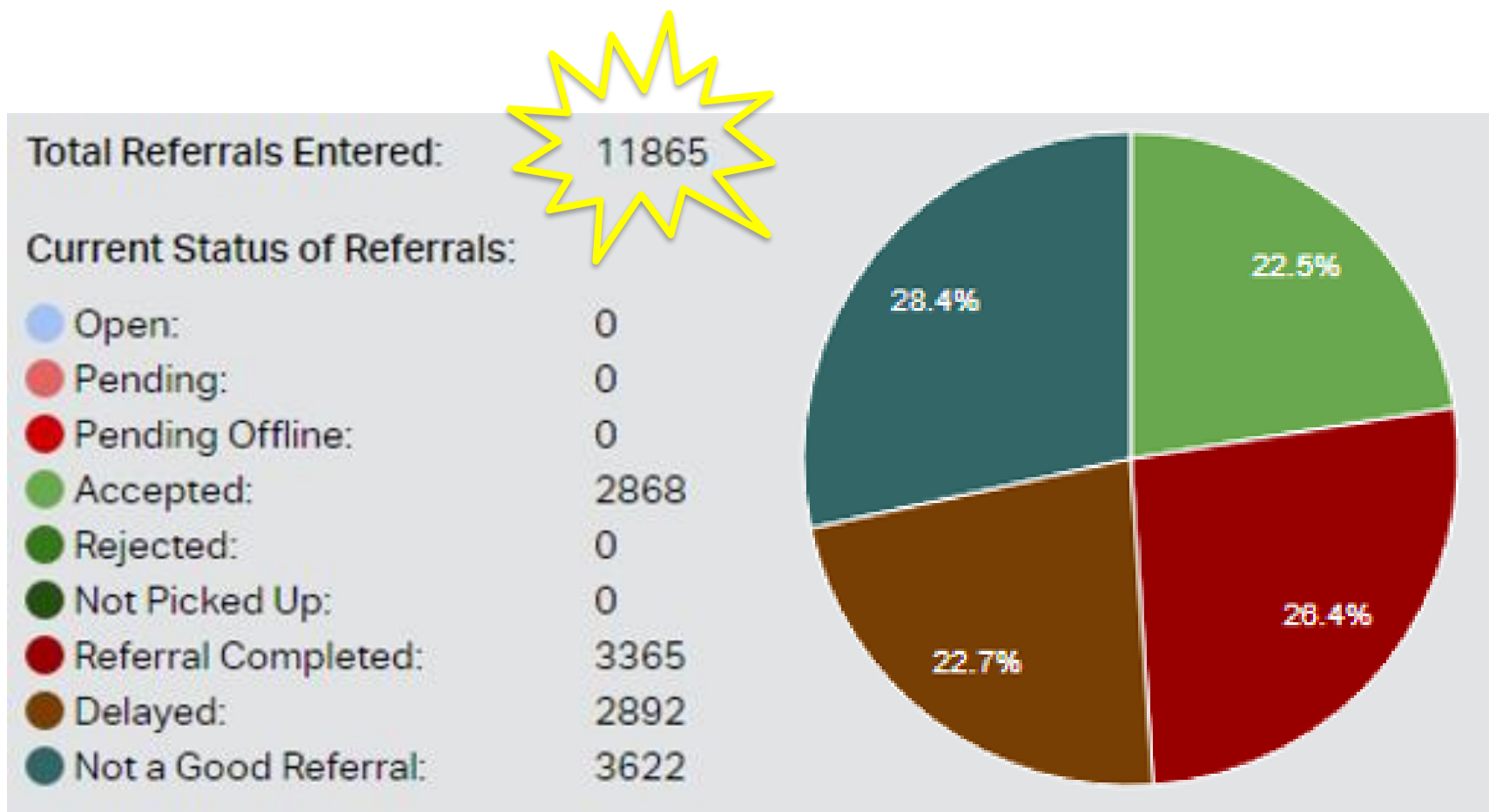
Shop by Jan 15

[Compare plans now »](#)

BROKER/ASSISTER PERFORMANCE

Nov 1 – Jan 6

Broker Channel Leads Program



See appendix for status definitions

Assistance Network Appointments and Enrollment Outcomes

Appointments

- 2747 Nov Completed
- 2922 Dec Completed
- 382 Jan Completed
- 109 Jan Scheduled

Dec Enrollment Outcomes

- 1810 Qualified Health Plan
- 854 Medicaid
- 240 Child Health Plan +

OE7 Events

November Events

- 61 Events Held

December Events

- 37 Events Held

January Events

- 15 Held (Jan 1 – 11)
- 9 additional Scheduled

