



# THE CENTERS FOR MEDICARE & MEDICAID SERVICES



CuidadoDeSalud.gov

Hispanic Marketplace Open Enrollment (OE 9)  
Outreach Campaign

CMS | OE9 FINAL REPORT



Email



DIGITAL  
MARKETING



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# EXECUTIVE SUMMARY

Between November 1, 2021, and January 15, 2022, the Centers for Medicare & Medicaid Services (CMS) launched a Health Insurance Marketplace Public Education and Outreach multichannel campaign to drive health insurance enrollment through the Health Insurance Marketplace. The campaign aimed at motivating uninsured Spanish reliant Latinos 18- 55, and those who needed to re-enroll to visit CuidadoDeSalud.gov and sign up for health insurance.

The Elevación Team (which includes our partner Edelman) conducted a comprehensive campaign consisting of a mix of traditional and digital media that included TV, radio, paid search, paid social, and programmatic. A one-week pre-enrollment digital campaign preceded the full launch of the campaign on November 1 2021, which ran for 11 weeks until January 15, 2022.

Highlights of the Open Enrollment Period 2021 include the following:

- ▶ The traditional paid media campaign utilized broadcast TV, radio, and over-the-top TV (OTT)/cable media, reaching 1,857 GRPs.
- ▶ The digital campaign generated 40,215 email acquisitions which are 167% more than the OE8 campaign, with the search effort driving 45% of total emails acquired from the digital campaign.
- ▶ There were four (4) RMTs, which secured 35 unique interviews with 23 stations in 16 markets in 10 states with a reach of 4.45M.
- ▶ The email campaign generated 8,386 total enrolled users, a 207% increase compared to the previous year. The Short Message Service (SMS) campaign generated 477 total enrollments, a 119% increase compared to OE8.
- ▶ The Navigators campaign promoted local help assistance to consumers in 10 local markets. Radio ads targeted 50 GRPs weekly per market, and digital ads reached a total of 10,468,396 impressions and 26,394 clicks.

The TV effort consisted of two 30-second scripted testimonial spots in which four individuals described the availability of financial help that made it possible to qualify for a plan for less than \$10 per month. The media buy was implemented at a targeted, spot market level to efficiently reach the 18-55 uninsured Qualified Health Plan (QHP) eligible Spanish reliant Latino target audience in States where there was significant Latino population density. The goal was to achieve an average of 1,800 market-based GRPs through the campaign's duration. This number was exceeded by 3.2% reaching 1,857 GRPs.

Radio provided support in two phases. The first phase ran during the Pre-Enrollment campaign between October 25 and November 1, 2021, featuring a 30-second spot with testimonials. The second phase, starting November 10th, featured two 30-second testimonial ads, and a 60 second spot ran concurrently. The goal of the radio campaign was to complement

the TV campaign and extend reach and frequency through 75 GRPs with a ramp up to 100 GRPs during deadline weeks (December 15th and January 15th). The campaign reached an average of 762 GRPs with an 11.7 frequency.

A digital mobile-centric campaign ran across multiple channels to reach 18-55 Latinos multiple times. Campaign tactics included; search (Google), social (Facebook/Instagram), YouTube and programmatic(The TradeDesk). The campaign began with a one-week digital Pre-OE (October 25 -31, 2021) stage and then continued throughout the open enrollment period (November 1, 2021 – January 15, 2022). Paid social and search were the main drivers of email acquisition, with social ads driving 55% of acquired emails, and search driving 45%. The campaign generated 40,215 email acquisitions which is 167% more than the OE8 campaign. Overall, the December countdown ads were more effective than the January ads.

Utilizing radio and digital advertising to connect the target audience in key markets with local Navigators who could provide Spanish-language enrollment assistance was also implemented. Search and social ads were used to motivate users to call local help centers to assist in the enrollment process. Navigator social ads were click-to-call ads so that when a consumer clicked on an ad, the local help number was automatically dialed.

The Elevación Team (which includes our partner Edelman) conducted four (4) Radio Media Tours (RMT) led by CMS spokespeople Brenda Delgado and Carolina Fortin-García. The RMTs were conducted between October, 2021-January, 2022 in key target markets in Arizona, Florida, Texas and Illinois.

The 4 RMTs secured 35 unique interviews with 23 stations in 16 markets in 10 states. Across all RMTs, interviews reached an audience of 4.45M

Email and SMS efforts ran from November 1st – January, 16th with the goal to reach the target audience directly and encourage them to go to CuidadoDeSalud.gov. The email marketing campaign generated 8,386 account enrollments, a 119% increase compared to the OE8 campaign (OE8: 7,031). During OE9, there were 97,170 account logins, which represents a 126% increase when compared to the 77,090 account logins that happened during OE8. The SMS campaign generated 477 enrollments, a 207% increase compared to the OE8 campaign (OE8 SMS enrollments: 230). There were 7,682 account logins generated from SMS campaigns in OE9, a 175% increase compared to the 4,383 account logins that generated the SMS campaigns during OE8.

The Spanish reliant campaign contributed to the generation of 1,301,586 new enrollments during the Open Enrollment period, which represents an increase of 26% of the total enrolled users compared to the previous year (according to the State of the Affordable Care Act Report). The Spanish campaign results were based on the combination of engaging creative executions with new testimonials, innovative media and digital tactics, the addition of ads to promote local help and a robust earned media presence.



## INTRODUCTION

The goal of the Centers for Medicare & Medicaid Services (CMS) Open Enrollment Campaign (OE9) was to encourage and motivate uninsured Latinos ages 18-55, as well as those looking to re-enroll in health insurance, to purchase private insurance plans through the Health Insurance Marketplace at CuidadoDeSalud.gov. Elevación and its partner Edelman (e.g., The Elevación Team) executed a comprehensive and integrated multi-channel, multi-market campaign for the Health Insurance Marketplace Open Enrollment (OE9) period between November 1, 2021, and January 15, 2022. The target audiences of the campaign were Spanish-reliant Latinos, ages 18 and 55, who were uninsured Qualifying Health Plan (QHP) eligible, U.S. residents or citizens, as well as those who were currently enrolled in the Marketplace and needed to compare plans and actively choose a plan for their 2022 coverage. The campaign combined traditional paid media and digital paid advertising with a robust social media strategy.

The goal of this report is to provide a high-level summary of the most recent outreach effort and the lessons learned from implemented tactics.

## Campaign Overview

The campaign incorporated a blend of traditional paid media and comprehensive digital media efforts across paid search, social, youtube and programmatic.

The campaign spanned two phases:

1. Pre-Open Enrollment (October 25, 2021 - October 31, 2021)
2. Open Enrollment (OE9) launch (November 1, 2021 - January 22, 2022)

A pre-open enrollment awareness phase launched on October 25, 2021, with digital paid media on search and social, and radio. On November 1st the comprehensive campaign launched with digital paid media and TV and ran until the final January 15th deadline. The campaign focused on driving the target audiences to CuidadoDeSalud.gov with campaign messaging that emphasized the new law, lower prices, more people qualify, and deadlines. The campaign ramped up during the key deadlines of December 15th and January 15th encouraging the audience to enroll in health insurance or re-enroll before the deadline.

Below is the comprehensive flow chart of the overall campaign and all its tactics:

## Open Enrollment Campaign (OE9) Combined Flowchart

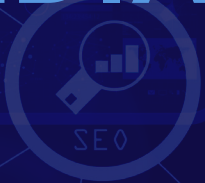
Tactic	Percent	25-Oct	1-Nov	8-Nov	15-Nov	22-Nov	29-Nov	6-Dec	13-Dec	20-Dec	27-Dec	3-Jan	10-Jan	Net Cost
	<b>GRPs</b>		<b>150</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>225</b>	<b>250</b>	<b>150</b>	<b>75</b>	<b>150</b>	<b>275</b>	<b>300</b>	
Primary Market TV	91%		\$293,837	\$146,918	\$146,918	\$146,918	\$440,755	\$489,728	\$293,837	\$146,918	\$293,837	\$538,701	\$587,674	\$3,526,042
OTT/VOD	9%		\$32,359	\$16,179	\$16,179		\$48,538	\$53,931	\$32,359		\$32,359	\$59,324	\$64,717	\$355,946
Search	24%	\$12,880.00	\$45,420.00	\$30,420.00	\$30,420.00	\$12,880.00	\$45,080.00	\$54,400.00	\$70,500.00	\$17,880.00	\$45,420.00	\$82,400.00	\$110,500.00	\$558,200
Facebook/Instagram	42%	\$12,200.00	\$71,000.00	\$56,000.00	\$56,000.00	\$30,500.00	\$91,500.00	\$120,300.00	\$132,500.00	\$30,500.00	\$56,000.00	\$140,300.00	\$190,700.00	\$987,500
YouTube	15%		\$30,000	\$21,000	\$21,000	\$12,000	\$32,000	\$40,000	\$45,000	\$10,000	\$21,000	\$45,000	\$62,900	\$339,900
Programmatic Video	13%		\$25,000.00	\$16,500.00	\$16,500.00	\$9,150.00	\$27,450.00	\$36,000.00	\$40,000.00	\$9,150.00	\$16,500.00	\$42,600.00	\$57,150.00	\$296,000
Programmatic Display Remarketing	1%		\$2,815.00	\$1,895.00	\$1,895.00	\$1,000.00	\$3,220.00	\$4,000.00	\$4,485.00	\$1,000.00	\$1,895.00	\$4,745.34	\$6,449.50	\$33,400
Hyperlocal Social	3%							\$22,500.00				\$23,750.00	\$23,750.00	\$70,000
Navigator Social	2%							\$12,000.00				\$14,000	\$14,000	\$40,000
Navigator Search	1%							\$5,000.00				\$6,500	\$6,500	\$18,000
														<b>\$6,224,988</b>

<sup>1</sup> Marketplace 2022 Open Enrollment Period Report: Final National Snapshot <https://www.cms.gov/newsroom/fact-sheets/marketplace-2022-open-enrollment-period-report-final-national-snapshot>



Social Network

# CREATIVE: TRADITIONAL MEDIA



Mobile



# DIGITAL MARKETING



## CREATIVE: TRADITIONAL MEDIA

Creative assets included two (2) television spots and four (4) radio spots which helped establish the Health Insurance Marketplace as the source for uninsured consumers and re-enrollees to explore coverage options, learn about the availability of financial help, and understand important deadlines.

Two 30-second testimonial TV spots were created in Spanish. Both ads urged viewers to enroll in Health Insurance at CuidadoDeSalud.gov emphasizing how individuals were able to obtain high quality plans, affordable premiums, and financial help. Four (4) individuals who were enrolled in Health Insurance through CuidadoDeSalud.gov provided scripted testimonials for the TV ads. The spots emphasized the availability of financial help, the new COVID-relief law, and lower price messaging. All testimonials were selected because of their individual story and their monthly premium costs. The Elevación Team worked closely with Telemundo and Univision for value added TV ads to supplement the paid media buy.

Radio advertising supplemented the TV ads throughout the campaign. The campaign launched with 1 (one) 30 second radio spot featuring two (2) testimonials from the TV spots. The initial radio ad was replaced on November 10th by two (2) 30 second ads featuring an announcer who highlighted stories of a mom who needed to make sure her family was covered and a school tutor who needed to have health insurance. A sixty (60) second radio ad featured a realtor whose job did not offer health insurance.

### Lessons Learned – Creative

**Casting pre-planning made the process of finding candidates easier:** Involving a Casting Director early in the process yielded more qualified testimonial candidates. Working with a Casting Director from the production house who had worked on the previous campaign was effective; the most successful strategy used by the Casting Director for finding candidates was word-of-mouth.

#### Recommendation:

Continue involving a Casting Director early in the process to yield more qualified candidates.

**Testimonials from key markets helped connect with the audience:** Searching for candidates in key states (e.g., Florida and Texas) was one of the casting requirements because these are states with the greatest number of uninsured Latinos.

#### Recommendation:

Continue using testimonials from key markets to connect with core audiences.

**Scripting the testimonials eased the production process.** The 2021-2022 testimonial candidates were filmed using pre-approved scripts which allowed Elevación to include key campaign messages in their stories.

#### Recommendation:

Use scripts when developing testimonial TV and radio spots in future campaigns.

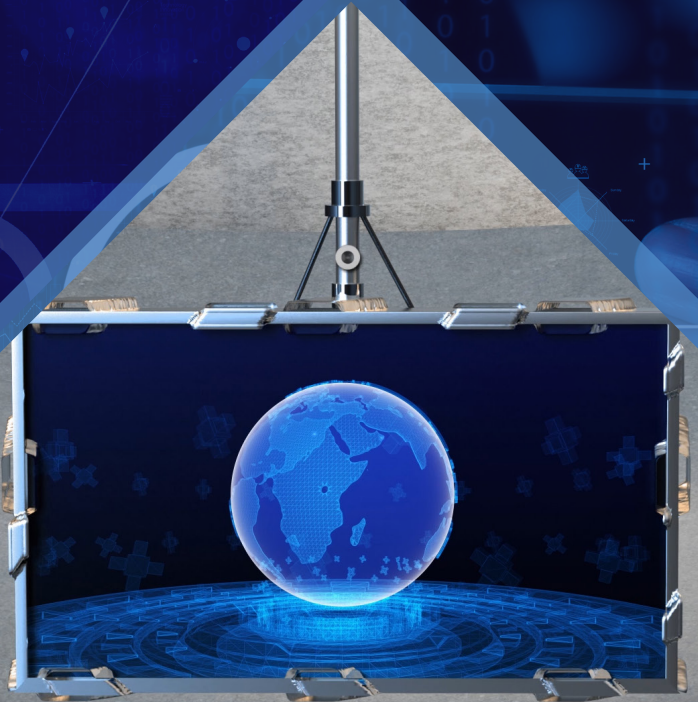


Social Network

# TRADITIONAL PAID MEDIA



Mobile



# DIGITAL MARKETING



The traditional paid media campaign utilized broadcast TV, radio, and over the top TV (OTT)/cable media and ran from November 1st, 2021, through January 15th, 2022, with a hiatus during the Thanksgiving (November 22nd-28th) and December holidays (December 20th-26th, 2021). Gross Rating Points (GRPs) were strategically increased to 250-300 GRPs during high impact periods prior to deadlines (e.g., December 15th, January 15th), otherwise remaining at or above 75 weekly GRPs. The goal was to achieve an average of 1,800 market-based GRPs through the campaign's duration. This number was exceeded by 3.2% reaching 1,857 GRPs.

Utilizing OEP Public Use File (PUF) enrollment data and census ASPE uninsured estimates to determine market selection, the media buy was implemented at a targeted, spot market level to efficiently reach the 18-55 uninsured QHP eligible Spanish reliant Latino target audience in States where there was

significant Latino population density (e.g., Texas and Florida) as well as select markets with high density in other states (e.g., Chicago, Atlanta). Markets within the States included: Miami, Tampa, Houston, Dallas, San Antonio, El Paso, Harlingen/McAllen, Laredo, Austin, Phoenix, Ft Myers, West Palm Beach, Chicago, Northern VA, Raleigh/Charlotte, Atlanta and Orlando.

The television buy was placed in top-rated Univision, Telemundo, and UniMás stations targeting all dayparts with particular emphasis on prime time, weekends, and special events (e.g., Latin Grammy's and the USA vs Mexico soccer match), with a goal of achieving a 20x frequency per market. The TV buy also sought to increase reach and frequency among lower television consuming demographics (e.g., young men) via soccer and high indexing sports programming.

### TV/Radio Performance Summary

Tactic	25-Oct	1-Nov	8-Nov	15-Nov	22-Nov	29-Nov	6-Dec	13-Dec	20-Dec	27-Dec	3-Jan	10-Jan	18-54 Hispanics	
													Reach	Freq
TV GRPs	0	150	75	105	75	225	250	150	75	150	275	300	7,333,437	24.8
Radio GRPs	75	75	75	75	0	75	100	100	0	50	100	100	6,032,343	13.8



# TRADITIONAL PAID MEDIA SPECIAL EVENTS

## LATIN GRAMMYS



### CUSTOM SPOTS

- : 30 custom look-live spot taped by Univision talent (name TBD) featuring CDS logo and talking points
- To be shown during the Red Carpet preshow
- Added-value Univision personality delivers our message



### SPLIT-SCREEN SPOT

- : 30 split screen CDS creative during the show next to a shot of the stage getting ready
- Will feature our regular CDS spot (not custom)
- Increase reach, memorability, and likeability



### DIGITAL TAKEOVER

- Homepage takeover with branded side and top banners in Entertainment section
- Video pre-roll in entertainment section



LATIN GRAMMYS



101

(17 IN SHOW/  
9 IN SPLIT  
SCREEN)

1.04  
MILLION

EVENT

DATE

TOTAL SPOTS

REACH



SOCCER:  
USA VS MEXICO









27

622  
THOUSAND



Additionally, the Elevación Team negotiated bonus TV spots in Spanish language target markets, achieving 1.8 million additional impressions on Univision and 1.2 million additional impressions on Telemundo.

## ADDED VALUE (EXTRA UNITS FOR PAID SPOT)



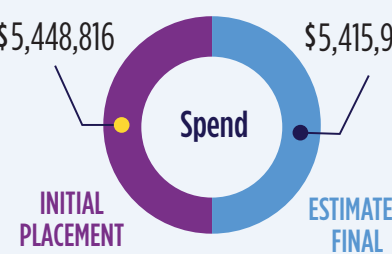
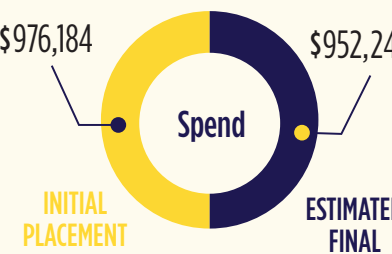
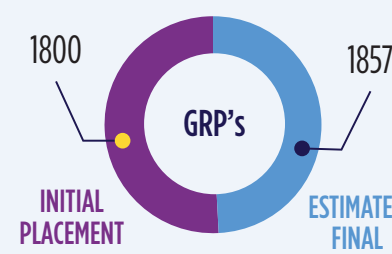
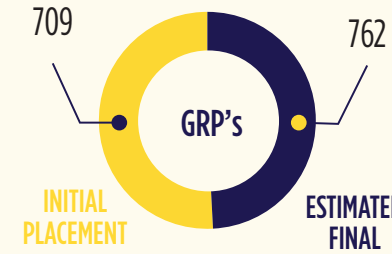
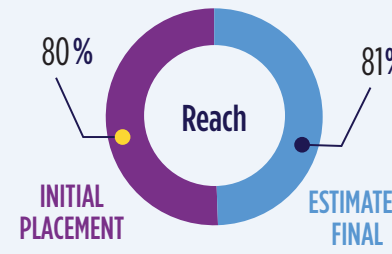
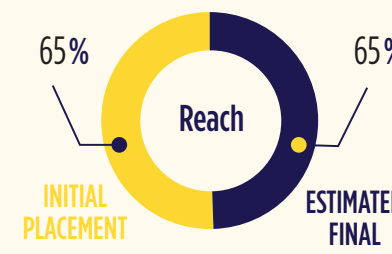
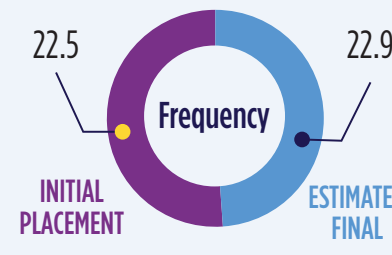
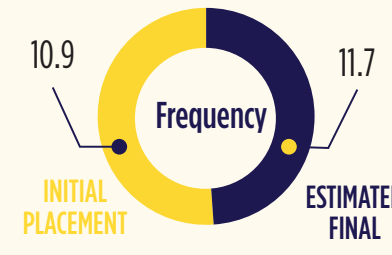
 <b>NETWORK</b>	 <b>SPOTS</b>	 <b>AIR DATES</b>	 <b>NET VALUE</b>
 <b>UNIVISION</b>	<b>716</b>	NOV <b>1 - 15</b>	<b>\$158,200</b>
 <b>TELEMUNDO</b>	<b>569</b>	NOV <b>1 - 15</b>	<b>\$112,300</b>

The Spanish buy was supplemented by an English-language buy targeting Latinos in markets where the audience leans more bilingual (e.g., McAllen, San Antonio, Miami, Houston, Austin, Dallas, Phoenix, Chicago, Salt Lake City). Again, relying on the OEP/PUF and ASPE data to determine markets, the English-language media buy was executed by Weber Shandwick, the General Market contractor, and was placed on mainstream TV stations such as ESPN, ESPN2, FS1. The purpose of the cross-over outreach was to reach a larger number of Latinos regardless of language, based on a positive increase of email acquisitions obtained during a bilingual test conducted during the 2021 SEP. The soccer themed “Rewind” TV ad was used for the crossover TV advertising.

The OE9 radio campaign spanned a one-week Pre-OE period (October 25 – 31, 2021) followed by a 2.5-month

OE9 period (November 1, 2021 – January 15, 2022). The goal of the radio campaign was to complement the TV campaign and extend reach and frequency through 75 GRPs with a ramp up to 100 GRPs during deadline weeks (December 15th and January 15th). The OE9 radio campaign spanned a one-week Pre-OE period (October 25 – 31, 2021) followed by a 2.5-month OE9 period (November 1, 2021 – January 15, 2022). The goal of the radio campaign was to complement the TV campaign and extend reach and frequency through 75 GRPs with a ramp up to 100 GRPs during deadline weeks (December 15th and January 15th). The campaign surpassed our goal, reaching an average of 762 GRPs with an 11.7 frequency. The Elevación Team leveraged relationships with key radio networks to utilize local radio talent to deliver additional frequency and GRPs through live DJ reads from trusted local voices during deadline weeks.



METRICS	 TELEVISION	 RADIO
Spend (Net Media Total)	 <p>INITIAL PLACEMENT: \$5,448,816 ESTIMATED FINAL: \$5,415,907</p>	 <p>INITIAL PLACEMENT: \$976,184 ESTIMATED FINAL: \$952,240</p>
Average GRP's	 <p>INITIAL PLACEMENT: 1800 ESTIMATED FINAL: 1857</p>	 <p>INITIAL PLACEMENT: 709 ESTIMATED FINAL: 762</p>
Average Reach	 <p>INITIAL PLACEMENT: 80% ESTIMATED FINAL: 81%</p>	 <p>INITIAL PLACEMENT: 65% ESTIMATED FINAL: 65%</p>
Average Frequency	 <p>INITIAL PLACEMENT: 22.5 ESTIMATED FINAL: 22.9</p>	 <p>INITIAL PLACEMENT: 10.9 ESTIMATED FINAL: 11.7</p>

● Initial Placement   
 ● Estimated Final   
 ● Initial Placement   
 ● Estimated Final



## Lessons Learned – Traditional Paid

**OEP Public Use File (PUF) enrollment data and census ASPE uninsured estimates helped determine the markets to target for English language Latinos in the General Market campaign.** Using data and working with Weber Shandwick (General Market contractor), the Elevación Team was able to guide the General Market campaign to purchase additional media in key crossover markets. Data showed this additional targeting would increase the estimated reach from 70% using only Spanish language media to 90% using both languages.

### Recommendation:

Continue to use OEP PUF data to identify additional opportunities for crossover marketing to reach more consumers.

**Use of split screen creative gave the campaign added visibility.** The Latin Grammy creative utilized split screen advertising (“side-by-side”). The OE9 TV ad ran next to a live scene from the show. Univision’s Nielsen brand retention data showed recall lifts between 4%-11% higher for split screen ads.

### Recommendation:

Continue seeking opportunities to run split screen creative in high impact programming for future campaigns.



Social Network

# DIGITAL MEDIA



Email



SEO



Mobile



SEO



VDO

# DIGITAL MARKETING

The OE9 digital marketing campaign began with a one-week Pre-OE (October 25 – 31, 2021) effort and continued throughout OE9 (November 1, 2021 – January 15, 2022). The mobile-centric campaign ran across multiple channels, including search (Google), social (Facebook/Instagram), YouTube and programmatic (The TradeDesk) and targeted Spanish-reliant Latinos 18-55 years old across all Federally Facilitated Marketplace (FFM) states with the goal of reaching the target audience multiple times through a variety of channels.

The primary goal of the OE9 digital campaign was email acquisition conversions. As a result, the campaign was optimized to minimize the cost-per-acquisition of emails or CPA(e). The Elevación Team also tracked the CPA for estimated applications initiated (CPA(a)) and the CPA for completed insurance plan selections (CPA(s)). The team optimized the campaign daily to maximize conversions.

The OE9 campaign generated 40,215 email acquisitions, which is 25,166 (167%) more email acquisitions compared to the OE8 campaign (15,049 email acquisitions). The OE9 campaign also generated a total of 39,902 application starts and 26,197 completed enrollments.

The following tactics were utilized:

- **Search:** Paid search (Google) is a priority channel that continues to drive an efficient CPA(e). During the OE9 campaign, search accounted for 25% of the total advertising budget, driving 45% of total emails acquired.
- **Social:** Paid social (Facebook & Instagram) is a key channel to reach Spanish-reliant Latinos. The Spanish reliant target audience exceeds typical usage patterns on Facebook, particularly on mobile devices. The OE9 social campaign drove 55% of the campaign's emails acquired and spent 45% of the OE9 campaign's total budget.
- **YouTube:** Paid YouTube ads included non-skippable 15-second video ads. YouTube delivers a high volume of digital impressions at a low cost to increase awareness with our target audiences. The OE9 YouTube campaign spent 15% of the total campaign budget and delivered 23% of total campaign impressions.
- **Programmatic Video and Display Retargeting:** Programmatic video and display retargeting ads included a 30-second video, 15-second video, and animated display banners optimally sized for mobile devices. Display ads were only served to users who engaged with our video content. Programmatic ads are an awareness tactic and the most efficient way to deliver digital impressions to our target audiences. The Programmatic campaign spent 15% of the total campaign budget and delivered 41% of total campaign impressions.
- **Hyperlocal Targeting:** Hyperlocal ads ran on social, targeting Latinos ages 18-55 in 7 priority markets (Brownsville, Chicago, Dallas, El Paso, Houston, Miami, and Tampa) with market specific messaging. The Hyperlocal campaign used a budget (\$70,000) separate from the OE9 campaign and generated 1,432 email acquisitions at a \$48.88 CPA (e).

### Digital channels performance summary

Channel	Spend	Impressions	Clicks	CTR	Email Sign-Ups	Application Starts	Completed Enrollments	CPA(e)	CPA(a)	CPA(s)
Search	\$543,969.92	372,404	93,217	25.03%	22,212	29,214	18,811	\$24.49	\$18.62	\$28.92
Social	\$982,962.06	53,973,386	158,905	0.29%	18,003	10,688	7,386	\$54.60	\$91.97	\$133.08
YouTube	\$331,660.87	35,398,028	67,410	0.19%						
Programmatic Video	\$287,981.79	55,799,374	63,665	0.11%						
Programmatic Display	\$39,803.23	7,788,281	4,209	0.05%						
<b>Total</b>	<b>\$2,186,377.87</b>	<b>153,331,473</b>	<b>387,406</b>	<b>0.25%</b>	<b>40,215</b>	<b>39,902</b>	<b>26,197</b>	<b>\$54.37</b>	<b>\$54.79</b>	<b>\$83.46</b>

### Hyperlocal campaign performance summary

Channel	Spend	Impressions	Clicks	CTR	Email Acquisitions	Application Starts	Completed Enrollments	CPA(e)	CPA(a)	CPA(s)
Social	\$70,000.00	5,366,033	15,061	0.28%	1,403	2,395	1,890	\$49.89	\$29.23	\$37.04

## Metrics – Digital Strategy

### Prior Year Digital Performance Comparison

CHANNEL	TOTAL BUDGET			TOTAL IMPRESSIONS			CPA(e)			CPA(a)			CPA(s)			CONVERSIONS (e)		
	SPEND						OE7	OE8	OE9	OE7	OE8	OE9	OE7	OE8	OE9	OE7	OE8	OE9
	OE7	OE8	OE9	OE7	OE8	OE9	OE7	OE8	OE9	OE7	OE8	OE9	OE7	OE8	OE9	OE7	OE8	OE9
Google Search	\$261,000.00	\$314,000.00	\$543,969.92	194,369	256,475	372,404	\$29.49	\$28.76	\$24.49	\$24.62	\$15.41	\$18.62	\$79.31	\$17.26	\$28.92	8,849	10,923	22,212
Social	\$141,672.80	\$103,000.00	\$982,962.06	14,216,266	9,895,881	53,973,386	\$26.78	\$24.96	\$54.60	\$124.93	\$9.77	\$91.97	\$473.82	\$16.00	\$133.08	5,279	4,126	18,003
YouTube			\$331,660.87			35,398,028												
Programmatic (The TradeDesk)			\$327,785.02			63,587,655												
Video			\$287,981.79			55,799,374												
Display			\$39,803.23			7,788,281												
TOTAL	\$402,672.80	\$417,000.00	\$2,186,377.87	14,410,635	10,152,356	153,331,473	\$28.48	\$27.71	\$37.33	\$34.31	\$13.49	\$38.27	\$112.17	\$16.93	\$58.29	14,128	15,049	40,215

OE9 campaign cannot attribute conversions across Facebook and Instagram due to iOS 14 update (excludes Hyperlocal and Navigators campaigns).

Compared to OE8, all CPAs increased in OE9. Our hypothesis is that the Apple iOS 14 update, which occurred in April 2021, increased the cost-per-conversion for the OE9 social. iPhones generated 42% of total social link clicks during OE8 but only 26% of total social link clicks during OE9. This decrease could indicate that more Apple users opted out of allowing the Facebook app to track during the OE9 campaign, which impacted our audience sizes and conversion tracking. As a result of opting out of tracking, our audience sizes decreased and conversions became more difficult to track which lead to an increase in CPA's; for example: the email CPA rose from \$27.71 (OE8) to \$37.33 (OE9), which represents a 34% increase.

### Search Campaign Messaging

The following variables were tested during the OE9 campaign.

**Message Themes** – Each ad conveyed a specific theme:

- Prepare (Pre-Open Enrollment)
- Sign Up
- COVID-19/Unprecedented Times
- Financial Assistance
- December Countdown
- January Countdown

**Results** – Among the message themes tested (in chronological order):

- Sign Up was the best performing message pillar by total conversion volume (59,924).
- Sign Up messaging was also the best performing messaging pillar by CTR (32.47%).



### Search Campaign - Detailed Results

Message Pillar	Click-through Rate (CTR)	% of Search Conversions	% of Search Spend	CPA (e)	CPA (a)	CPA (s)
Sign Up	32.47%	79.25%	62.68%	\$ 21.39	\$ 13.25	\$ 19.93
COVID/Unprecedented Times	17.66%	7.58%	21.36%	\$ 32.79	\$ 80.63	\$ 181.94
Pre-OE	16.62%	7.12%	1.92%	\$ 32.97	\$ 4.05	\$ 4.38
Financial Assistance	10.34%	2.59%	10.29%	\$ 47.16	\$ 110.58	\$ 243.84
January Countdown	27.20%	1.74%	2.87%	\$ 22.42	\$ 33.75	\$ 116.05
December Countdown	28.19%	1.72%	0.89%	\$ 11.52	\$ 9.30	\$ 14.25

### Lessons Learned – Search

The top performing Search messaging ad and pillar did not contain any financial assistance messaging. During the OE9 campaign, the “Sign Up” messaging pillar generated over 85% of total search conversions. The top performing ad contained messaging encouraging users to sign up and did not contain any language regarding cost or financial assistance. Financial Assistance was our worst performing search message pillar. Outside of the December “Countdown” ads (which only ran for 5 days), the “Sign Up” ads generated the lowest CPA (e), CPA (a), and CPA (s). Additionally, they generated the highest click-through rate (32.47%) of all search messaging pillars

### Recommendation:

In addition to creating new “Sign Up” search ads, there is opportunity to create new search message pillars. Additionally, breaking down the Financial Assistance into smaller messaging pillars (for example, include messaging such as “4 out of 5 qualify...”, “you could find a plan for \$10 per month,” “new law, lower prices,” etc.) could help us better understand what specific components of the Financial Assistance messaging pillar resonate most with our target audience.

**The December “Countdown” ads were more effective than the January “Countdown” ads.**

The December “Countdown” ads generated the second highest Click Through Rate (CTR) and the lowest CPA (e), CPA (a), and CPA (s) of all search messaging pillars. The December ads generated 428 email acquisitions at a \$11.52 CPA

(e). The January “Countdown” ads generated 713 email acquisitions, but at a \$22.42 CPA (e). Our hypothesis is that after a user has been exposed to a “Countdown” phase once, they are less likely to engage with another “Countdown” phase. Historically, we have seen cost-per-conversions increase during the final days of the Open Enrollment campaign.

### Recommendation:

Allocate a higher budget to the December “Countdown” phase in comparison to the January “Countdown” phase.

Search conversion data was accurately tracked using conversion pixels. Blast, a strategic analytics consulting company working with CMS, set up conversion tracking and a test website environment prior to OE9. As a result, we pivoted to using conversion pixels to track conversions.

### Recommendation:

Continue to work with the CMS analytics contractor to set up pixels and test them prior to the beginning of the campaign.

## Social Campaign Messaging

The following variables were tested on Facebook during the OE9 campaign:

**Creative Ads** – We took a different approach with regard to ad tagging in OE9 and opted to focus more on creative elements as opposed to message themes. Creative ads included:

- Portrait Female
- Portrait Male
- Graphic
- Trusted Voices
- Testimonial

**Results** – Among the creatives tested:



- *Portrait Female generated the most Social conversions (35.87%) of all creative ads. It was the top performing creative ads on Social. While we cannot be certain, our hypothesis is that headshots of Females smiling and looking at the camera generated higher conversion performance.*



### Social Campaign Creative Performance

- POTRAIT FEMALE
- TRUSTED VOICE
- POTRAIT MALE
- GRAPHIC
- TESTIMONIAL

	POTRAIT FEMALE	TRUSTED VOICE	POTRAIT MALE	GRAPHIC	TESTIMONIAL
Click-Through Rate (CTR)	0.26%	0.36%	0.24%	0.28%	0.36%
% of Social Conversions	35.87%	22.79%	19.12%	18.51%	3.71%
% of Social Spend	37.65%	24.94%	17.17%	15.04%	5.20%

	POTRAIT FEMALE	TRUSTED VOICE	POTRAIT MALE	GRAPHIC	TESTIMONIAL
CPA (e)	\$54.36	\$60.40	\$56.30	\$52.73	\$38.18
CPA (a)	\$96.86	\$100.25	\$70.01	\$72.62	-
CPA (s)	\$159.26	\$141.85	\$112.98	\$80.14	-



- Trusted Voice and Testimonial generated the highest CTR (0.36%) of all Social creative ads.

### Lessons Learned – Social

Social ads with headshots of Women generated the most email acquisitions on Social. Social ads with headshots of women generated over 35% of total Social conversions. Ads with women generated 6,809 email acquisitions, which is 3,811 more email acquisitions than Social ads with headshots of males (2,998 email acquisitions).

### Recommendation:

Prioritize Social content with headshots of women to engage target audiences at the first stage of the enrollment process (email acquisitions).

**January “Countdown” Social ads were more effective than the “Deadline Urgency” Social ads.** The OE9 January “Countdown” social ads ran from January 10 - January 16 (5:00AM EST). These “Countdown” ads generated 2,617 email acquisitions at a \$51.48 CPA (e). “Deadline Urgency” ads ran from January 3 - January 10 and generated 2,028 email acquisitions at a \$71.08 CPA (e). Ultimately, the January “Countdown” ads generated a 32% lower CPA (e) compared to the “Deadline Urgency” ads.

### Recommendation:

Test launching “Deadline Urgency” in a separate Social campaign to see if a separate campaign boosts creative performance. Allocating more digital budget to the final deadline push will increase ad frequency and boost performance of “Countdown” Social ads.

**Women between the ages of 35-55 were our top performing demographic on social.** The Female 35-55 audience consistently generated the most email acquisitions on social media, generating 3,099 email acquisitions (which is 38% of total social email acquisitions) at a \$53.10 CPA (e). The next best performing audience were Males 35-55 that generated 2,008 email acquisitions at a \$59.31 CPA (e). The 18-34 demographic (for both genders) continues to be the costliest audience to convert.

### Recommendation:

Continue to monitor social conversion data at the demographic level. Depending on needs for future campaigns, we could explore testing 18-34 users in a separate campaign with specific content to see if performance improves.

**Testimonial creative generated the least amount of conversions on social.** Testimonial creative accounted for 5.20% of total social spend and generated 3.71% of total social conversions. Because the Testimonial creative did not generate any application starts or completed enrollments, our hypothesis is that the Facebook ads platform did not optimize to this creative.

### Recommendation:

Continue to test static Testimonial ads on social to see if low performance continues. We recommend conducting a test and manually controlling the creative by only letting Facebook/Instagram run the Testimonial ads on social for 5 days to see how conversion performance compares to other creative. After the 5-day test is complete, we can better access the best path forward and determine if we continue running Testimonial social ads or pause them due to low performance.



## Lessons Learned – YouTube

**The Hyperlocal messaging and targeting approach was successful in generating email acquisitions at a lower cost than the OE9 Outreach campaign.**

The Hyperlocal campaign generated 1,432 email acquisitions at a \$48.88 CPA (e), which is 11% lower than the \$54.30 CPA (e) generated by the OE9 Outreach social campaign.

### Recommendation:

When creating new video content, it is important to keep the 30 second video length for TV but also to include a 15 seconds (or less) video length for optimal digital video performance.

## Lessons Learned – Programmatic

30-second videos generated more clicks and the 15-second videos generated more completed video views. The longer, 30-second videos generated 32,304 clicks which is 1,141 more than the 15-second videos. However, the 15-second videos generated a 61% video completion rate (VCR) which is higher than the 42% VCR completion rate for the 30-second videos.

### Recommendation:

Ensuring a balance of 30-second and 15-second video assets helps the campaign generate link clicks to the website and generate awareness through completed video views

## HYPERLOCAL

### Campaign Overview

The Hyperlocal campaign was a digital paid social campaign targeting Spanish speaking Latinos 18-55 with specific messages such as what monthly premium to expect at a certain income level customized to each city. The Hyperlocal campaign ran in the following 7 markets:

Brownsville/McAllen	Dallas
Houston	Tampa
Chicago	El Paso
Miami	

Each Hyperlocal market contained 1 paid social ad with messaging tailored for single people and 1 paid social ad with messaging tailored for families of four. A Hyperlocal messaging example includes the following:

- “In Miami, a single 30-year-old woman with an annual income of \$30,000 can find 10 quality medical plans for less than \$50.”

### Lessons Learned – Hyperlocal

The Hyperlocal messaging and targeting approach was successful in generating email acquisitions at a lower cost than the OE9 Outreach campaign. The Hyperlocal campaign generated 1,432 email acquisitions at a \$48.88 CPA (e), which is 11% lower than the \$54.30 CPA (e) generated by the OE9 Outreach social campaign.

### Recommendation:

Continue testing a hyperlocal approach by targeting certain markets with market-specific creative to improve overall campaign performance.

## Hyperlocal Campaign - Detailed Results

Market	Spend	Impressions	Clicks	CTR	Email Acquisitions	Application Starts	Completed Enrollments	CPA(e)	CPA(a)	CPA(s)
Houston	\$18,000.00	1,404,179	3,971	0.28%	370	489	184	\$48.65	\$36.81	\$97.83
Chicago	\$12,000.00	920,377	2,804	0.30%	241	136	21	\$49.79	\$88.24	\$571.43
Dallas	\$10,000.00	855,401	2,787	0.33%	260	244	70	\$38.46	\$40.98	\$142.86
Miami	\$18,000.00	1,139,219	2,637	0.23%	273	1,166	1,476	\$65.93	\$15.44	\$12.20
El Paso	\$4,500.00	415,373	1,124	0.27%	109	124	32	\$41.28	\$36.29	\$140.63
Tampa	\$5,000.00	358,107	944	0.26%	88	164	71	\$56.82	\$30.49	\$70.42
Brownsville	\$2,500.00	273,377	794	0.29%	62	72	36	\$40.32	\$34.72	\$69.44
<b>Grand Total</b>	<b>\$70,000.00</b>	<b>5,366,033</b>	<b>15,061</b>	<b>0.28%</b>	<b>1,403</b>	<b>2,395</b>	<b>1,890</b>	<b>\$49.89</b>	<b>\$29.23</b>	<b>\$37.04</b>

### Overall Digital Campaign Lessons Learned

The increased budget towards the December deadline was effective in generating conversions. The December “Countdown” messaging pillar generated the lowest CPA (e), CPA (a), and CPA (s) of all Search messaging pillars.

#### Recommendation:

Maximize budget towards the December “Countdown” phase to increase enrollments.

Cost-per-conversion significantly increased around the holidays. On Wednesday, December 15, the Social CPA (e) was \$38.40 and by Saturday, December 18, the Social CPA (e) spiked to \$109.56. The OE9 Search campaign generated a similar spike in CPA (e). Especially over weekends, the cost-per-conversion spiked after December 15 as we approached the holidays. Our hypothesis is that our target audiences are less engaged around the holidays, especially on weekends.

#### Recommendation:

Pause digital campaigns on weekends around the Winter break/holidays.

### SEARCH TOP PERFORMING ADS (BY TOTAL CONVERSION VOLUME)

Ad · www.cuidadodesalud.gov

**CuidadoDeSalud.gov | La Página Oficial Del Mercado | Inscríbete Hoy**

Visita la página oficial del mercado hoy para inscribirte. Inscríbete hoy para obtener cobertura. Sitio Oficial del Mercado.

#### CuidadoDeSalud.gov – 2021 Open Enrollment

HealthCare.gov | The Official Market Page | Enroll Today. Visit the official market page today to sign up. Enroll today to get coverage.

Ad · www.cuidadodesalud.gov

**CuidadoDeSalud.gov | Nueva Ley, Precios Más Bajos | La Página Oficial Del Mercado**

Vivimos tiempos sin precedentes, y tener seguro médico es más importante que nunca. Visita la página oficial del mercado hoy para inscribirte. Sitio Oficial del Mercado.

#### CuidadoDeSalud.gov – 2021 Open Enrollment

HealthCare.gov | New Law, Lower Prices | The Official Market Page. We live in unprecedented times, and having health insurance is more important than ever. Visit the official market page today to sign up.



## SOCIAL TOP PERFORMING ADS (BY TOTAL CONVERSION VOLUME)

CuidadoDeSalud.gov Sponsored

Con la nueva ley, más consumidores califican para ayuda financiera.

**EN VIVO**  
**NOTICIAS DE ÚLTIMA HORA**

**SEGURO MÉDICO:**  
Ahora más consumidores califican para ayuda financiera con la nueva ley.

CUIDADODESALUD.GOV  
**¡No esperes!**  
Encuentra tu plan médico hoy.

LEARN MORE

**Post copy:** With the new law, more consumers qualify for financial assistance.

**Image copy:** Breaking News

**Health Insurance:** Now more consumers qualify for financial assistance with the new law.

**Headline:** Don't wait!

**Description:** Find your medical plan today.

CuidadoDeSalud.gov Sponsored

Con la nueva ley, 4 de cada 5 consumidores pueden encontrar un plan médico por \$10 o menos al mes. ¡Inscríbete hoy!

**CON LA NUEVA LEY,**  
más personas califican para ayuda financiera.

CUIDADODESALUD.GOV  
**¡No esperes!**  
Encuentra tu plan médico hoy.

LEARN MORE

**Post copy:** With the new law, 4 out of every 5 consumers can find a medical plan for \$10 per month or less. Sign up today!

**Image copy:** With the new law, more people qualify for financial assistance.

**Headline:** Don't wait!

**Description:** Find your medical plan today.

CuidadoDeSalud.gov Sponsored

La Inscripción Abierta comenzó. ¡Inscríbete en un seguro médico hoy!

Encuentra un plan médico por **\$10 AL MES** o menos con ayuda financiera.

CUIDADODESALUD.GOV  
**¡No esperes!**  
Encuentra tu plan médico hoy.

LEARN MORE

**Post copy:** Open Enrollment has begun. Sign up for health insurance today!

**Image copy:** Find a medical plan for \$10 per month or less with financial assistance.

**Headline:** Don't wait!

**Description:** Find your medical plan today.

## YOUTUBE TOP PERFORMING ADS (BY IMPRESSION VOLUME AND CTR)



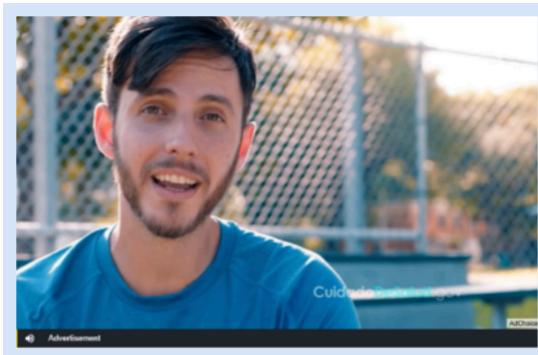


## PROGRAMMATIC TOP PERFORMING ADS (BY CTR)

Display: Deadline Urgency Male Trusted Voice



Video: Testimonial – Alan, Valeria, Alejandro



## TOP PERFORMING HYPERLOCAL AD (BY TOTAL CONVERSION VOLUME)



**Post copy:** In Miami, a single 30-year-old woman with an annual income of \$30,000 can find 10 quality medical plans for less than \$50.

**Image copy:** Health insurance in Miami for less than \$50?

**Headline:** Sign up today.

**Description:** Find your medical plan.



Social Network

# EARNED MEDIA



Email



SEO



Mobile



SEO



VDO

# DIGITAL MARKETING



## Strategy

The Elevación Team conducted four (4) Radio Media Tours (RMT) in FFM states with an emphasis on key target markets in Arizona, Florida, Texas and Illinois. RMTs were conducted in October, November, December and January. The Elevación Team translated approved media advisories and talking points, pitched radio stations, delivered local scenarios for each market, compiled briefing books and conducted prep sessions with CMS spokespeople. Local scenarios include Brenda Delgado, External Affairs Liaison, and Carolina Fortín-García, bilingual spokerson, continued to deliver effective messaging during the RMTs.

## Metrics

The four (4) RMTs secured 35 unique interviews with 23 stations in 16 markets in 10 states with a reach of 4.45M.

# MARKETS

Huntsville, Alabama	Des Moines, Iowa
Phoenix, Arizona	Garden City, Kansas
Fort Smith, Arkansas	Liberal, Kansas
Fort Myers, Florida	Omaha, Nebraska
Miami, Florida	Dallas, Texas
Tampa, Florida	El Paso, Texas
West Palm Beach, Florida	McAllen, Texas
Chicago, Illinois	Northern Virginia

# STATES

Alabama	Iowa
Arizona	Kansas
Arkansas	Nebraska
Florida	Texas
Illinois	Virginia



# TOTAL RMT RESULTS



INTERVIEWS



MARKETS



AUDIENCE REACH



OCT

10

19

(including broadcasts on affiliate stations)

1,904,751



NOV

8

8

726,700



DEC

7

6

749,100



JAN

10

9

1,073,100

TOTALS

35

16  
UNIQUE  
MARKETS

4,453,651



## Lessons Learned – Earned Media

**Local Scenarios:** Including talking points specific to each market was very successful in creating engaging interviews. Two talking points were developed for each market highlighting the number of plans available to a single individual and plans available for a family.

### Recommendation:

Continue to develop local talking points for future RMTs and ensure that each stat is double checked for final briefing books just prior to each RMT.

**Ensuring Timely Airing of Interviews:** Given that many RMTs were conducted in the days leading up to specific milestones and deadlines, it is essential for stations to air interviews in a timely manner.

### Recommendation:

Work with tour producers to confirm specific airing dates and times for each interview.



Social Network

# NAVIGATORS



Email



SEO



Mobile



SEO



VDO

# DIGITAL MARKETING





### Traditional Paid Media

CMS engaged in a campaign to promote Navigator services in targeted, local markets using a combination of radio and digital advertising. Markets included; Charlotte, Houston, Miami, Ft. Lauderdale, Raleigh, San Antonio and Tampa. The Navigator campaign targeted 50 GRPs per week in three top stations per market.

Local radio DJs were used to ensure the ads would resonate with the target audiences. 30-sec ads ran during the deadline week before December 15th and January 15th. Ads informed listeners of the existence of the Navigators services and provided phone numbers to call for local help.

### Lessons Learned

**Using local radio talent to record spots allowed us to be flexible in adding markets and controlling budget.** Using local radio DJ's is a cost-effective way to quickly get information to consumers using a trusted local voice, which results in savings by not producing an additional spot, freeing up funds to run more radio.

#### Recommendation:

Use local talent for short-duration information campaigns such as directing consumers to local help centers during deadline weeks.

: 30 Sec. DJ LIVE READS	
English	Spanish
<p><b>ANNOUNCER:</b> Hello _____ (city)! You've probably heard that you can find a health plan with better prices than ever at CuidadoDeSalud.gov, but did you know there were people right here in _____ who can help you find the right plan for you?</p> <p>Find a health insurance that suits your needs with the free assistance of trained individuals from _____ (NAVIGATOR'S name) at _____ (NAVIGATOR'S phone number).</p>	<p><b>LOCUTOR:</b> ¡Hola _____! Seguro has oído que ahora en CuidadoDeSalud.gov puedes encontrar un seguro médico por precios más bajos que nunca. Pero, ¿sabías que aquí mismo en _____ hay personas que pueden ayudarte a encontrar el plan de salud más adecuado para ti?</p> <p>Encuentra un seguro médico a tu medida con la asistencia gratis de personal capacitado de _____ llamando al _____.</p>

## Navigator Digital Advertising

In addition to the radio live read advertising, a search and social campaign targeting Latinos ages 18-55 in 10 markets was implemented. The objective of the campaign was for users to call local help centers to assist in the enrollment process. The following 10 markets were targeted for the Navigators campaign:

Charlotte	Tampa
Raleigh	Houston
Fort Wayne	West Palm Beach
San Antonio	Miami
Fort Lauderdale	Winston-Salem

Navigator Social ads were click-to-call ads so that when a consumer clicked on an ad, the local help number was automatically dialed.

### TOP PERFORMING NAVIGATOR AD (BY TOTAL IMPRESSION VOLUME AND CTR)

CuidadoDeSalud.gov  
Sponsored ·

¿Necesitas un plan de salud? ¡Obtén ayuda local especializada! Contacta a Change Happens al (713) 374-1282.

**¿Vives en Houston?  
¿Necesitas  
seguro médico?  
Recibe ayuda de  
expertos locales**

CuidadoDeSalud.gov  
HealthCare.gov

DIAL +1 (713) 374-1282  
**Nueva ley. Precios más  
bajos.** **CALL NOW**

## Lessons Learned

Search was not an effective tactic for this effort. Search campaigns did not generate enough search volume across the 10 markets. After 10 days, the remaining Navigator search budget was reallocated into the Navigator social campaign.






### Recommendation:

Do not implement Search as a digital tactic in future Navigator outreach. Maximize return on ad spend by fully allocating digital budget to a Social campaign.

Social generated 99% of all link clicks. Note that a link click was counted after a user clicked on the social ad. A link click opened up the user's dialer with the regional Navigator number populated. The user would then have to tap the dial button in order to complete the call.



## Navigators Campaign - Results

				
MARKET	SPEND	IMPRESSIONS	CLICKS	CTR
Houston	\$17,551.41	3,461,457	8,936	0.26%
San Antonio	\$7,496.67	1,538,548	3,842	0.25%
Miami	\$11,392.29	1,274,752	3,571	0.28%
Charlotte	\$4,728.08	965,364	2,402	0.25%
Raleigh	\$3,990.09	861,751	1,998	0.23%
Tampa	\$4,388.30	761,226	1,943	0.26%
Ft. Lauderdale	\$3,888.79	653,958	1,753	0.27%
West Palm Beach	\$2,231.16	450,924	1,215	0.27%
Winston-Salem	\$1,677.92	368,395	881	0.24%
Fort Wayne	\$653.98	132,021	393	0.30%
<b>Grand Total</b>	<b>\$57,998.69</b>	<b>10,468,396</b>	<b>26,934</b>	<b>0.26%</b>



Social Network

# EMAIL AND SHORT MESSAGE SERVICE (SMS)



SEO



Mobile



Technology Innovation



SEO



VDO

VIDEO MARKETING





## Strategy

Email and SMS efforts ran from November 1st – January, 16th with the goal to reach the target audience directly and encourage them to go to CuidadoDeSalud.gov, guide them through the application process and prompt them to successfully enroll or re-enroll in a health insurance plan. Messages were specific to audience segments and organized according to such factors as; prior engagement on CuidadoDeSalud.gov, need for assistance with premiums, and possible changes to current plans.

Campaign messaging focused on enrollment options, the Open Enrollment deadline, and potentially increased costs for exchange members who had received one-time unemployment benefits the previous year, and those whose current plan would not be offered in 2022. Those facing a change in plan and premium were encouraged to review other options at CuidadoDeSalud.gov and obtain the coverage best suited to their budget and needs.





Chase tactics (e.g., the method of ongoing consumer contact to move recipients to the next stage in the enrollment process) were employed throughout the campaign.

There were two deadline periods (December 10th – 15th and January 10th – 15th). During both periods there were at least 2 daily email waves and 1 SMS sent.

## Email

The OE9 email campaign generated 8,386 account enrollments, a 119% increase compared to the OE8 campaign (OE8: 7,031). During OE9, there were 97,170 account logins, which represents a 126% increase when compared to the 77,090 account logins that happened during OE8.

### \*EMAIL (NOV. 1ST - JAN. 16)

	 CAMPAIGN	 ACCOUNT LOGIN	 TOTAL ENROLLED	 TOTAL ENROLLMENTS - PERCENTAGE INCREASE
<b>OE9</b>	<b>97,170</b>	<b>8,386</b>		<b>119.2%</b>
<b>OE8</b>	<b>77,090</b>	<b>7,031</b>		

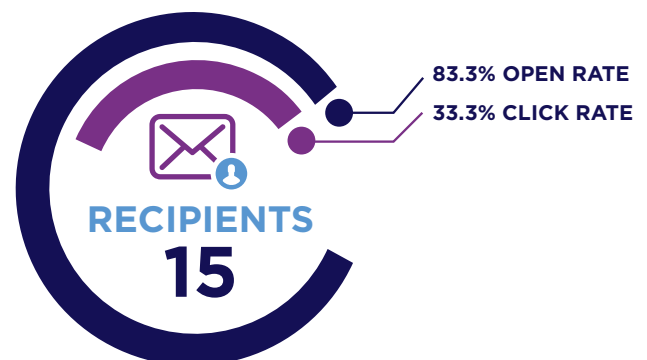
OE9 2021 - 2022 Data provided by BlueLabs.

**Account Logins** - All successful account logins that took place between November 1, 2021 and January 16, 2022.

**Total Enrolled** - All applications that were enrolled as of January 16, 2022 (NOTE: this is the number of applications that were enrolled, not the total of people. It is possible for multiple people to be on any given application).

The best-performing OE9 campaign email was “Ya casi ha terminado! Elija su plan médico hoy” (You are almost finished. Pick your health plan today). It was sent on November 3rd, 2021. Below are this email metrics:

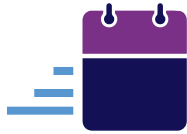
### Best performing email during the OE9 campaign



## OTHER BEST PERFORMING EMAILS WERE:



EMAIL SUBJECT



SEND DATE



AUDIENCE SIZE



OPEN RATE

<p>“Todavía hay tiempo para actualizar su información”</p> <p><i>There is still time to update your information.</i></p>	12/02/2021	196,142	32.3%
<p>“¿Necesita ayuda para seleccionar un plan para 2022?”</p> <p><i>Do you need help to select a plan for 2022?</i></p>	12/01/2021	11,205	33.4%
<p>“Dé el siguiente paso: elija un plan”</p> <p><i>Take the next step: pick a plan.</i></p>	11/08/2021	1,427	43.7%
<p>“¡Ya casi ha terminado! Elija su plan médico hoy”</p> <p><i>You are almost finished! Pick your health plan today.</i></p>	11/03/2021	15	83.3%



## Short Message Service (SMS)

The OE9 SMS campaign generated 477 enrollments, a 207% increase compared to the OE8 campaign (OE8 SMS enrollments: 230). There were 7,682 account logins generated from SMS campaigns in OE9, a 175% increase compared to the 4,383 account logins that generated the SMS campaigns during OE8.

*SMS (NOV. 1ST - JAN. 16)			
CAMPAIGN	ACCOUNT LOGINS	TOTAL ENROLLED	TOTAL ENROLLMENTS - PERCENTAGE INCREASE
OE9	7,682	477	207%
OE8	4,383	230	

OE9 2021 - 2022 Data provided by BlueLabs.

## Lessons Learned – Email and SMS

**The short turnaround time for translating, processing and programming emails impacts the ability to deliver campaign sends.** There were periods during the campaign when there was not enough time to transcreate English messages to efficiently send an email or SMS.

### Recommendation:

Plan for a minimum of two business days for processing and programming emails and SMS. Add an extra day for processing when emails require translation. Optimize the tracking system to capture when translation is needed for email content once it is approved in English.



Social Network

# CONCLUSION



Email



SEO



Mobile



SEO

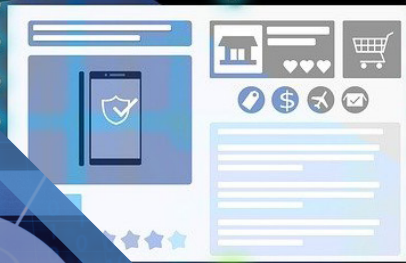


SEO



VDO

MARKETING





## Conclusion

The 2021-2022 OE9 campaign ended with more than 14.5 million enrollments, with 3 million consumers (21% of total) being new to the Marketplaces for 2022, and 11.5 million returning consumers (79% of total) who had active 2021 coverage and made a plan selection for 2022 coverage or were automatically re-enrolled.

Overall the OE9 campaign generated higher results than in OE8, setting a record in the history of the Affordable Care Act (ACA). A combination of factors contributed to this outcome which resulted in a more robust outreach:

- A strong creative portfolio with new testimonials and the motivating tagline “New Law. Lower Prices. More People Qualify.”
- Innovative media tactics with ads running on split screens during high-rated programs like the Latin Grammys, key high viewership sporting events like World Cup qualifying matches, and the involvement of local radio DJs doing live reads.
- Innovative digital tactics like the creation of Hyper-Local ads micro-targeting specific markets with specific income-based messages.
- The addition of ads in support of select Navigators promoting local help for people interested in signing up.
- Lastly, a more robust earned media presence created more interest in the marketplace.

Together with the Administration’s efforts to make healthcare more accessible and affordable, the OE9 campaign was able to reach a record number of consumers.



Social Network

# APPENDIX



Email



SEO



Email



Mobile



SEO



VDO

# DIGITAL MARKETING



## TV SPOTS

### “Testimonial 1”

CMS | OPEN ENROLLMENT  
TV: 30 Sec.



**Alan:** Mi trabajo no me ofrece seguro médico.

*My job doesn't offer me health insurance.*

Pero con la nueva ley, encontré un plan económico en CuidadoDeSalud.gov.

*But due to the new law, I found an affordable plan at CDS.gov.*



Pero con la nueva ley, encontré un plan económico en CuidadoDeSalud.gov.

*But due to the new law, I found an affordable plan at CDS.gov.*



**Valeria:** Necesito asegurarme que mi familia esté cubierta.

*I need to make sure that my family is covered.*



Así que conseguí un seguro médico y califiqué para ayuda financiera.

*So I got a health plan and qualified for financial assistance.*



**Alejandro:** Encontré un plan que está buenísimo.

*I found a plan that is amazing.*

Tú también deberías hacerlo.

*And you should too.*



**VO:** Nueva ley, precios más bajos, más personas califican. Visita CuidadoDeSalud.gov e inscríbete hoy.

*New law, lower prices, more people qualify. Visit CDS.gov and sign up today.*

## “Testimonial 2”

CMS | OPEN ENROLLMENT

TV: 30 Sec.



**Alan:** Mi trabajo no me ofrece seguro médico.

*My job doesn't offer me health insurance.*

Pero con la nueva ley, encontré un plan económico en CuidadoDeSalud.gov.

*But due to the new law, I found an affordable plan at CDS.gov.*



Pero con la nueva ley, encontré un plan económico en CuidadoDeSalud.gov.

*But due to the new law, I found an affordable plan at CDS.gov.*



**Valeria:** Necesito asegurarme que mi familia esté cubierta.

*I need to make sure that my family is covered.*



Así que conseguí un seguro médico y calificué para ayuda financiera.

*So I got a health plan and qualified for financial assistance.*



**Lourdes:** Para mí es fundamental tener un seguro médico.

*Having health insurance is crucial for me.*

Con la nueva ley pude encontrar un plan de salud a muy bajo precio.

*Due to the new law, I was able to find a health plan at a very low price.*

CuidadoDeSalud.gov

HealthCare.gov

**Inscríbete Hoy**

La fecha límite es el 15 de enero.

Pagado por el Departamento de Salud y Servicios Humanos de los Estados Unidos.  
Testimonios reales de consumidores pagados.

**VO:** Nueva ley, precios más bajos, más personas califican. Visita CuidadoDeSalud.gov e inscríbete hoy.

*New law, lower prices, more people qualify.  
Visit CDS.gov and sign up today.*



## “Rewind”

CMS | OPEN ENROLLMENT  
TV: 30 Sec.



**VO:** Si esperas hasta que necesites seguro médico, es demasiado tarde.

*If you wait until you need health insurance, it's too late.*

**VO:** Entra hoy mismo a CuidadoDeSalud.gov. 4 de cada 5 consumidores pagan menos de \$10 al mes con ayuda financiera.

*Visit CuidadoDeSalud.gov today. 4 out of 5 customers pay under \$10 per month with financial assistance.*

**VO:** Nueva ley, precios más bajos, más personas califican. Inscríbete antes del 15 de diciembre para cobertura a partir del 1 de enero.

*New law, lower prices, more people qualify. Sign up by December 15th for coverage starting on January 1st.*

## “Testimonial Flor”

CMS | OPEN ENROLLMENT  
TV: 15 Sec.



**Flor:** En CuidadoDeSalud.gov encontré un plan de salud que me cubre desde las visitas al doctor hasta mis recetas médicas.

*At CuidadoDeSalud.gov I found a plan that covers everything from my doctor visits to my prescriptions.*

**Flor:** Tengo la tranquilidad de que mi salud está cubierta.

*I have peace of mind knowing that my health is covered.*

**VO:** Nueva ley. Precios más bajos. Más personas califican. Inscríbete antes del 15 de diciembre en CuidadoDeSalud.gov.

*New law. Lower prices. More people qualify. Sign up by December 15 that CDS.gov.*

## “Testimonial Lourdes”

CMS | OPEN ENROLLMENT  
TV: 15 Sec.



**Lourdes:** Siendo tutora trabajo con muchos niños, por eso para mí es fundamental tener un seguro médico.

*As a tutor, I work with a lot of children, that's why having health insurance is crucial for me.*



Con la nueva ley, pude encontrar un plan de salud a muy bajo precio.

*With the new law, I was able to find a health plan for a very low price.*



**VO:** Nueva ley. Precios más bajos. Más personas califican. Inscríbete antes del 15 de diciembre en CuidadoDeSalud.gov.

*New law. Lower prices. More people qualify. Sign up by December 15th at CDS.gov.*

## “Testimonial Alan”

CMS | OPEN ENROLLMENT  
TV: 15 Sec.



**Alan:** Mi trabajo no me ofrece seguro médico.

*My job doesn't offer me health insurance.*



Pero, con la nueva ley, más personas como yo podemos encontrar un plan económico en CuidadoDeSalud.gov

*But, with the new law, more people like me can find an affordable plan at CuidadoDeSalud.gov*



**VO:** Nueva ley. Precios más bajos. Más personas califican. Inscríbete antes del 15 de diciembre en CuidadoDeSalud.gov.

*New law. Lower prices. More people qualify. Sign up by December 15th at CDS.gov.*



## “Latin Grammys”

CMS | OPEN ENROLLMENT

TV: 30 Sec.



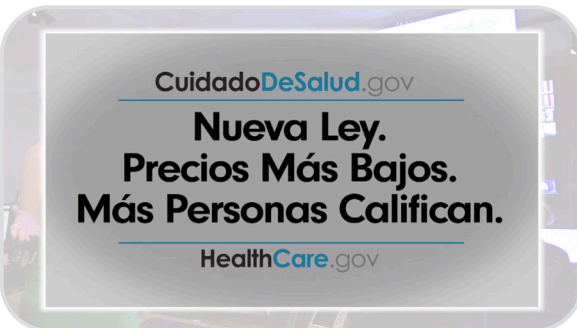
**ALEYDA:** Hola, estoy feliz celebrando desde Los Latin Grammy's, donde muchos artistas han trabajado duro para encontrar hoy el éxito.

*Hi, I'm thrilled to be celebrating from the Latin Grammy's where many artists have worked hard to find success.*



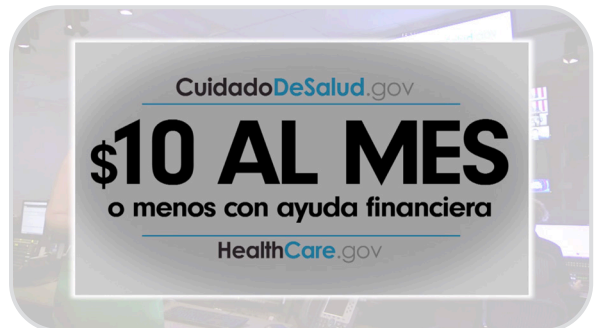
**ALEYDA:** Y si ustedes quieren encontrar el plan de seguro que más les conviene, sin tanto trabajo y esfuerzo, ¡**APROVECHEN AHORA!**

*And if you want to find the insurance plan that best suits your needs, and without the hassle... NOW IS THE TIME!*



**ALEYDA:** La inscripción del mercado de seguros médicos está abierta.

*Medical insurance market enrollment is open.*



**ALEYDA:** 4 de cada 5 consumidores pueden encontrar un plan de seguro por 10 dólares o menos al mes con la reciente ampliación de la ayuda financiera.

*With the recent expansion of the financial aid, 4 out of 5 consumers can find an insurance plan for 10 dollars or under a month.*



**ALEYDA:** No pierdan esta oportunidad, Visiten ya... Cuidado De Salud punto gov.

*Don't miss out on this opportunity, Visit Cuidado De Salud dot gov.*

## RADIO ADS

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**CMS**  
**OPEN ENROLLMENT**  
**RADIO: 30 Sec.**  
**11/1/21 v2**

**I QUALIFIED / YO CALIFIQUÉ**

**Valeria**

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### ENGLISH

**ANNOUNCER:** Now more people qualify for financial assistance for health insurance at CuidadoDeSalud.gov.

Valeria, a real customer, pays an incredible \$0 for health insurance with financial help. As a matter of fact, 4 out of 5 customers can find a plan for \$10 or less per month with financial assistance.

New law. Lower prices. More people qualify. Sign up by December 15th at CuidadoDeSalud.gov for coverage starting on January 1st.

**Final Deadline VO:** New law. Lower prices. More people qualify. Sign up by January 15th at CDS.gov.

Paid for by the U.S. Department of Health and Human Services.

### SPANISH

**LOCUTOR:** Ahora más personas califican para ayuda financiera para seguro médico en CuidadoDeSalud.gov.

Valeria, una cliente real, paga la increíble suma de \$0 por su seguro médico con ayuda financiera. De hecho, 4 de cada 5 consumidores pueden encontrar un plan por \$10 o menos al mes con ayuda financiera.

Nueva ley. Precios más bajos. Más personas califican. Inscríbete antes del 15 de diciembre en CuidadoDeSalud.gov para cobertura a partir del 1 de enero.

**Fecha Límite VO:** Nueva ley, precios más bajos, más personas califican. Inscríbete antes del 15 de enero en CuidadoDeSalud.gov.

Pagado por el Departamento de Salud y Servicios Humanos de los Estados Unidos.



**CMS**  
**OPEN ENROLLMENT**  
**RADIO: 60 Sec.**  
**10/26/21**

**MORE PEOPLE QUALIFY / MÁS PERSONAS CALIFICAN**

## ENGLISH

**ANNOUNCER:** Due to the new law, more people qualify now for financial help for their health insurance at CuidadoDeSalud.gov.

Maybe you are like Lourdes, an academic tutor who only pays \$10.

**LOURDES:** Due to the new law, I was able to find a health plan at a very low cost.

**ANNOUNCER:** or maybe you identify yourself with Alan, a realtor, who pays \$47 for his monthly premiums.

**ALAN:** My job doesn't offer me health insurance, but due to the new law I found a health plan at CuidadoDeSalud.gov.

**ANNOUNCER:** Or you could be like Valeria, mother of two, who pays \$0.

**VALERIA:** I needed to make sure that my family is covered. So, I got health insurance and I qualified for financial assistance.

**ANNOUNCER:** New law. Lower prices. More people qualify. Sign up before December 15th at CuidadoDeSalud.gov for coverage starting on January 1st.

**Final Deadline VO:** New law. Lower prices. More people qualify. Sign up by January 15th at CDS.gov.

Paid for by the U.S. Department of Health and Human Services.

## SPANISH

**LOCUTOR:** Con la nueva ley, más personas califican para ayuda financiera para su seguro médico en CuidadoDeSalud.gov.

Quizá te pase como a Lourdes, tutora escolar que solo paga \$10.

**LOURDES:** Con la nueva ley, pude encontrar un plan de salud a muy bajo precio.

**LOCUTOR:** o te identifiques con Alan, agente inmobiliario que paga \$47 en sus primas mensuales.

**ALAN:** Mi trabajo no me ofrece seguro médico pero con la nueva ley encontré un plan de salud en CuidadoDeSalud.gov.

**LOCUTOR:** O puede que seas como Valeria, una mamá de dos niñas pequeñas que paga \$0.

**VALERIA:** Necesito asegurarme de que mi familia esté cubierta. Así que conseguí un seguro médico y califiqué para ayuda financiera.

**LOCUTOR:** Nueva ley. Precios más bajos. Más personas califican. Inscríbete antes del 15 de diciembre en CuidadoDeSalud.gov para cobertura a partir del 1 de enero.

**Fecha Límite VO:** Nueva ley, precios más bajos, más personas califican. Inscríbete antes del 15 de enero en CuidadoDeSalud.gov.

Pagado por el Departamento de Salud y Servicios Humanos de los Estados Unidos.

## SOCIAL TOP PERFORMING ADS (BY TOTAL CONVERSION VOLUME)

CuidadoDeSalud.gov  
Sponsored · 🌐

Con la nueva ley, más consumidores califican para ayuda financiera.

**EN VIVO**  
**NOTICIAS DE ÚLTIMA HORA**

**SEGURO MÉDICO:**  
Ahora más consumidores califican para ayuda financiera con la nueva ley.

CuidadoDeSalud.gov  
HealthCare.gov

CUIDADODESALUD.GOV  
**¡No esperes!**  
Encuentra tu plan médico hoy.

LEARN MORE

**Post copy:** With the new law, more consumers qualify for financial assistance.

**Image copy:** Breaking News

**Health Insurance:** Now more consumers qualify for financial assistance with the new law.

**Headline:** Don't wait!

**Description:** Find your medical plan today.

CuidadoDeSalud.gov  
Sponsored · 🌐

Con la nueva ley, 4 de cada 5 consumidores pueden encontrar un plan médico por \$10 o menos al mes. ¡Inscríbete hoy!

**CON LA NUEVA LEY,**  
más personas califican para ayuda financiera.

CuidadoDeSalud.gov  
HealthCare.gov

CUIDADODESALUD.GOV  
**¡No esperes!**  
Encuentra tu plan médico hoy.

LEARN MORE

**Post copy:** With the new law, 4 out of every 5 consumers can find a medical plan for \$10 per month or less. Sign up today!

**Image copy:** With the new law, more people qualify for financial assistance.

**Headline:** Don't wait!

**Description:** Find your medical plan today.

CuidadoDeSalud.gov  
Sponsored · 🌐

La Inscripción Abierta comenzó. ¡Inscríbete en un seguro médico hoy!

Encuentra un plan médico por  
**\$10 AL MES**  
o menos con ayuda financiera.

CuidadoDeSalud.gov  
HealthCare.gov

CUIDADODESALUD.GOV  
**¡No esperes!**  
Encuentra tu plan médico hoy.

LEARN MORE

**Post copy:** Open Enrollment has begun. Sign up for health insurance today!

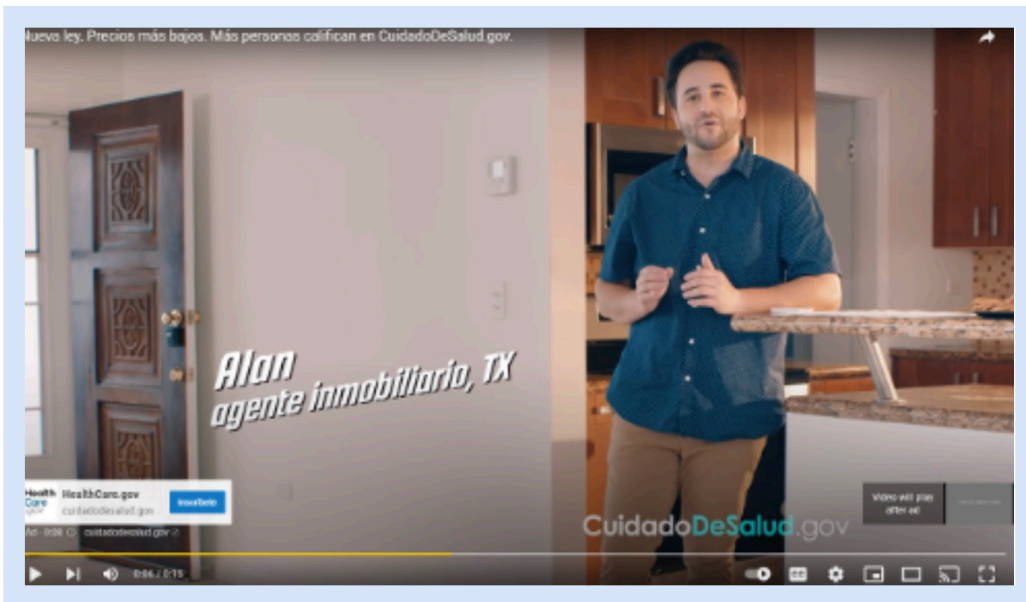
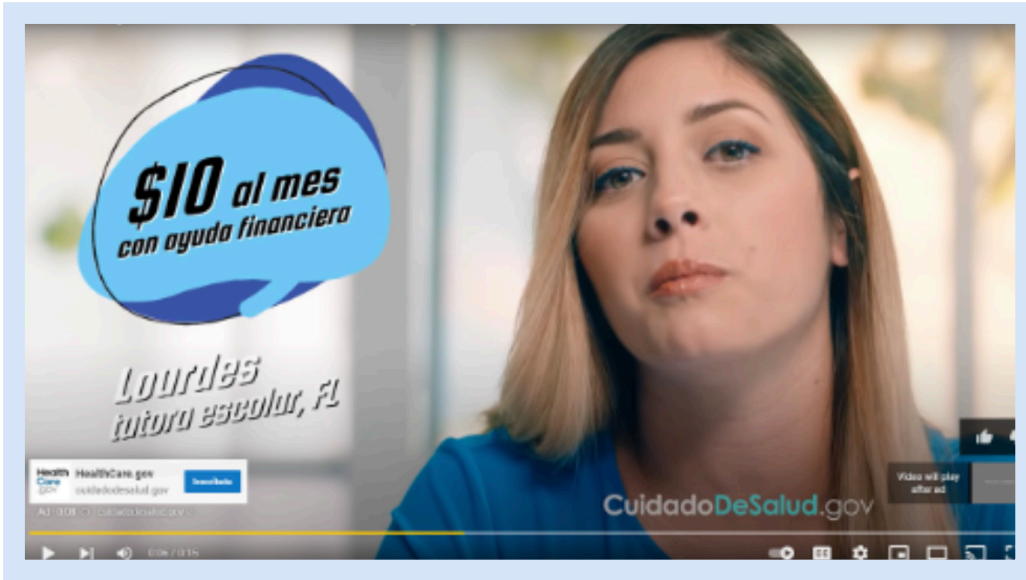
**Image copy:** Find a medical plan for \$10 per month or less with financial assistance.

**Headline:** Don't wait!

**Description:** Find your medical plan today.



YOUTUBE TOP PERFORMING ADS (BY IMPRESSION VOLUME AND CTR)

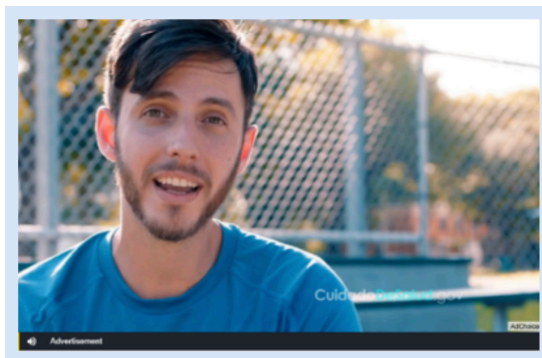


## PROGRAMMATIC TOP PERFORMING ADS (BY CTR)

Display: Deadline Urgency Male Trusted Voice



Video: Testimonial – Alan, Valeria, Alejandro



## TOP PERFORMING HYPERLOCAL AD (BY TOTAL CONVERSION VOLUME)



**Post copy:** In Miami, a single 30-year-old woman with an annual income of \$30,000 can find 10 quality medical plans for less than \$50.

**Image copy:** Health insurance in Miami for less than \$50?

**Headline:** Sign up today.

**Description:** Find your medical plan.



## GLOSSARY

ACA: Affordable Care Act

ASPA: Assistant Secretary for Public Affairs

CMS: Centers for Medicare & Medicaid Services

Click: Act of a consumer clicking on an ad.

Click-based Conversion: Conversions that occur after an ad click

Click-through Rate (CTR): Total clicks divided out of the total impressions delivered

Conversion: Visit to the account creation page from an ad.

\* Conversion(e): Emails acquired from the Get Coverage 2-page (goal we are optimizing against)  
o Landing Page: <https://www.cuidadodesalud.gov/create-account>

\* Conversion(a): Estimated applications initiated o Landing Page:  
<https://www.cuidadodesalud.gov/marketplace/b/app/privacy-policy>

\* Conversion(s): Estimated selections

Cost-per-Acquisition (CPA): Total spend for the corresponding digital channel divided out of the total conversions.

\* CPA(e): CPA for emails acquired (goal we are optimizing against)

\* CPA(a): CPA for estimated applications initiated

\* CPA(s): CPA for estimated selections

Cost-per-Click (CPC): Total spend divided out of the total number of clicks

Cost-per-Completed-View (CPCV): Total spend divided by Completed Views.

Cost-per-Thousand (CPM): Total spend divided by 1,000 impressions. Typically shown in thousands.

CuidadoDeSalud.gov (CDS.gov): Health Insurance Marketplace Federal Government website to compare plans and choose a health insurance option.

Designated Market Area (DMA): Media market.

Exchange: Another term for the Health Insurance Marketplace

FFM: Federally Facilitated Marketplace EAP: Enrollment Assistance Program

GDN: Google Display Network

Gross Rating Points (GRPs): Percent of the target market reached multiplied by the exposure frequency.

Impression: The display of an ad to a consumer.

Look-back Window: The period between when a user sees an ad and conversion.

OE: Open Enrollment

Outreach – Facebook Native: Audience that uses Facebook’s in-platform targeting options.

Outreach – 3rd Party Data: Audience segments built from NeuStar 3rd party data to granularly target Spanish speakers and exclude users already enrolled in some form of health insurance.

Quality Assurance (QA): Quality control process.

Qualified Health Plan (QHP): Plans approved to be included in the Marketplace.

Radio Media Tour (RMT) and Satellite Media Tour (SMT)

Remarketing Lists for Search Ads (RLSA): Allows CMS to customize search ads based on a visitor’s previous activity on CuidadoDeSalud.gov, tailoring bids, ads and keywords to remarket to that visitor when conducting searches on Google.

Retargeting: Remarketing to CuidadoDeSalud.gov visitors to re-engage them and drive them back to the site to convert.

Short Message Service (SMS): Text message service.

View-based Conversion: Conversions that occur after an ad view, and not from an ad click.



Social Network



CuidadoDeSalud.gov



Email



SEO



Email

Mobile



SEO



VDO



Website

# DIGITAL MARKETING