



Marketing and Outreach Overview

March 10, 2016

Traditional Media - Recap

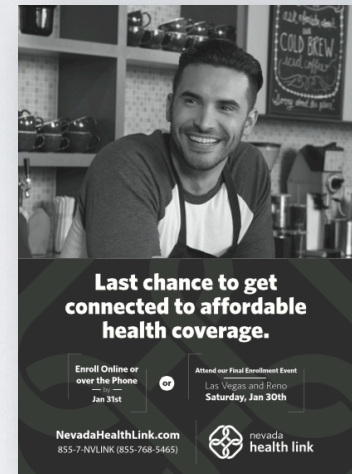
Impressions = estimated number of people an ad is reaching

Reach = individuals within a defined target audience that will see/hear your message

Frequency = number of times a particular individual sees/hears your message during it's run(campaign)

The more impressions, the higher combination of Reach and Frequency

- Print - Rural & Hispanic pubs statewide. Ads ran weekly throughout enrollment period.
 - Observations:
 - ✓ Generated 2,898,000 impressions
 - ✓ Some editorial coverage generated as value-add
 - ✓ Consider additional relevant niche and ethnic publications for next campaign



- Outdoor - Digital Bulletins and Posters statewide. Ran (12) of (14) weeks during enrollment period.

- Observations:
 - ✓ Generated 74,646,537 impressions
 - ✓ Posters create top of mind awareness and exposure. Digital bulletins are cost effective for varying messages in real time (i.e., promoting events and countdown during enrollment)

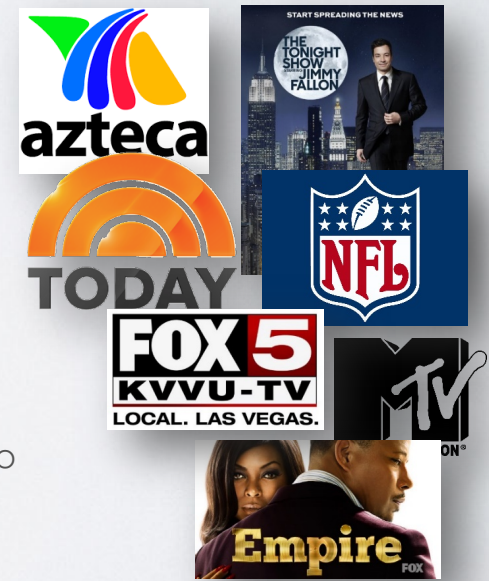


Traditional Media - Recap

- Radio – Mainstream & Hispanic statewide. Ads ran (10) out of (14) weeks during enrollment. Bonus spots added frequency and pushed enrollment and secondary messages
 - Observations:
 - ✓ Generated 17,065,947 impressions
 - ✓ Radio partnerships created significant bonus spots and outreach tie-ins
 - ✓ Consider ratio of Hispanic vs. mainstream buy and additional radio partners for next enrollment



- TV – Mainstream & Hispanic statewide. Ads ran (10) out of (14) weeks during enrollment. Bonus spots and value-add used as additional frequency to promote events, Governor Sandoval enrollment video and additional messages
 - Observations:
 - ✓ Generated 17,893,000 impressions
 - ✓ Consider ratio of Hispanic vs. mainstream buy for next enrollment. Adjust TV spend appropriately in consideration of political advertising to ensure cost efficiencies.



Direct Mail - Recap



o Direct Mail Campaign (Preliminary enrollment by zip code and zip code maps located online in the Appendix)

- (6) separate postcard drops supporting brokers and events throughout enrollment
- (1) additional drop early January, blanketing rural communities statewide

➤ Observations:

- ✓ 72% of all rural community postcard drops yielded no enrollees
- ✓ Consider expanding flyer and poster to support grassroots outreach efforts in identified rural areas during off-season and next enrollment period to achieve better connection with these areas

Digital Media - Recap

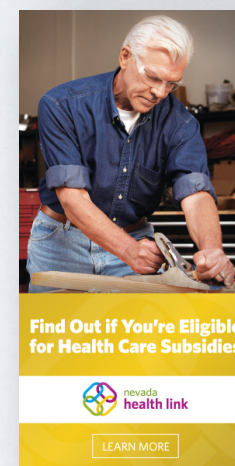
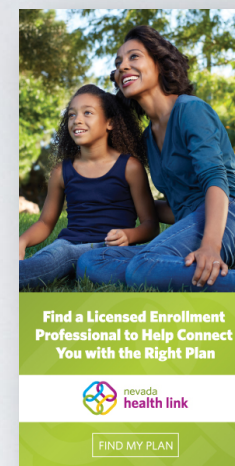
Source	Impressions	Key Actions	
Display	9,937,582	7,149	
Video	3,205,628	1,076	
Retargeting	3,546,714	4,935	
Search	219,147	7,883	
Pandora	3,195,976	328	
Native	5,316	16	
Takeovers	339,632	116	
Total	20,449,995	21,715	

Key Action = viewer clicking on the ad link, landing on NevadaHealthLink.com and engaging in activity on the site.

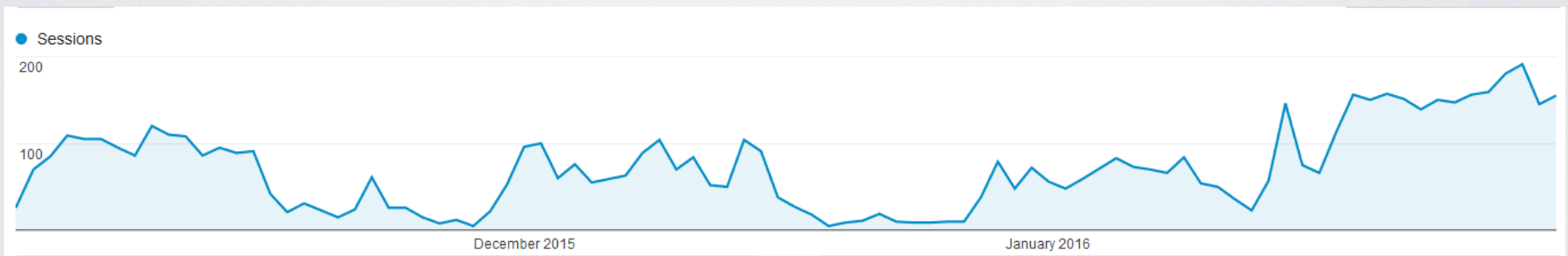
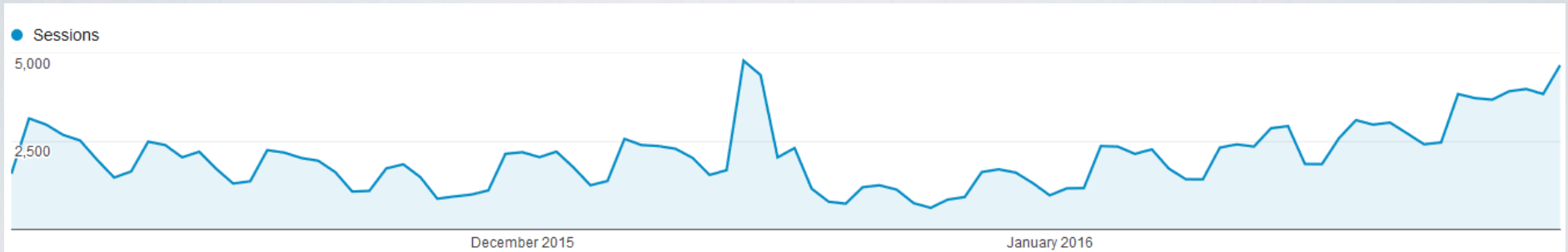
➤ Observations:

- ✓ Highly effective medium
- ✓ Optimization makes it cost effective
- ✓ Will utilize more digital media moving forward

Summary Report located online in the Appendix



Digital Media – Website Analytics

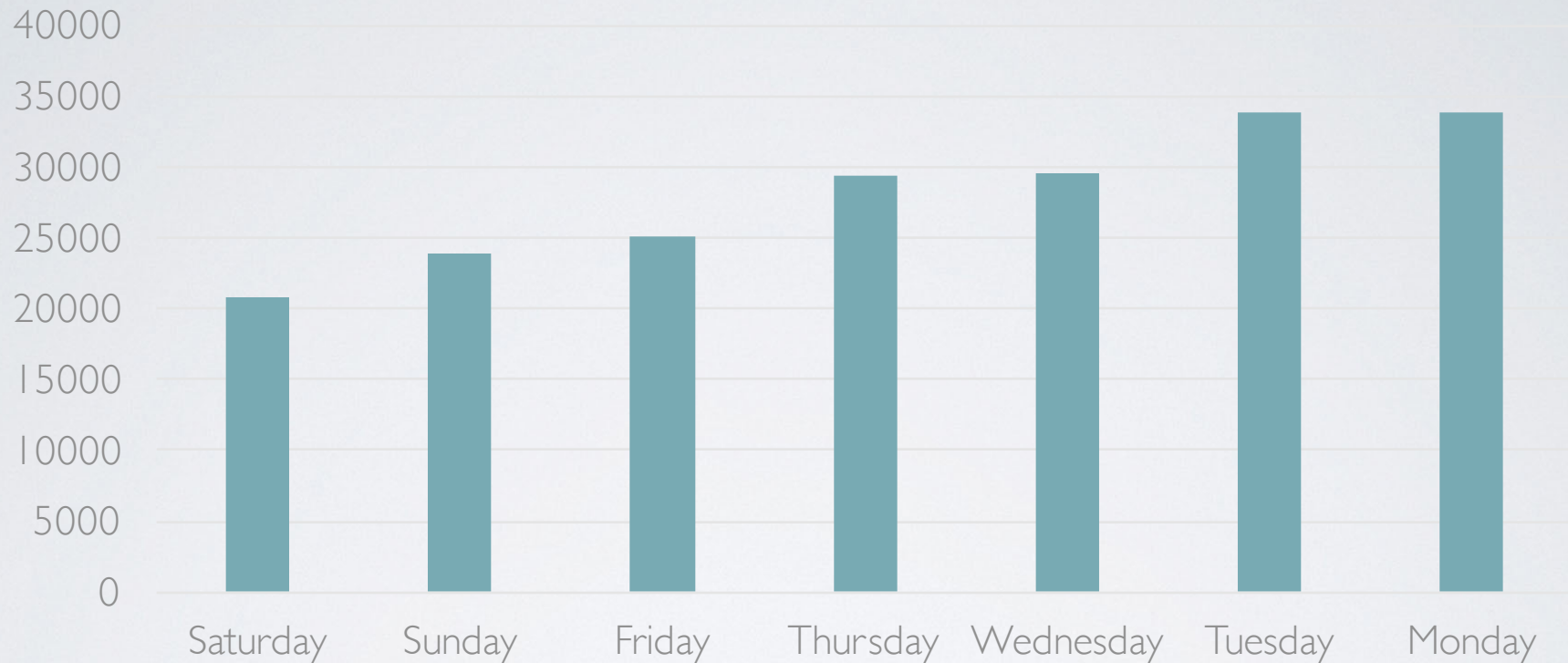


Observations

- ✓ Peaks on the 14th and 15th of December and end of January
- ✓ Spanish site followed similar trends of English site
- ✓ Largest amount of visitors in January

Digital Media – Website Analytics

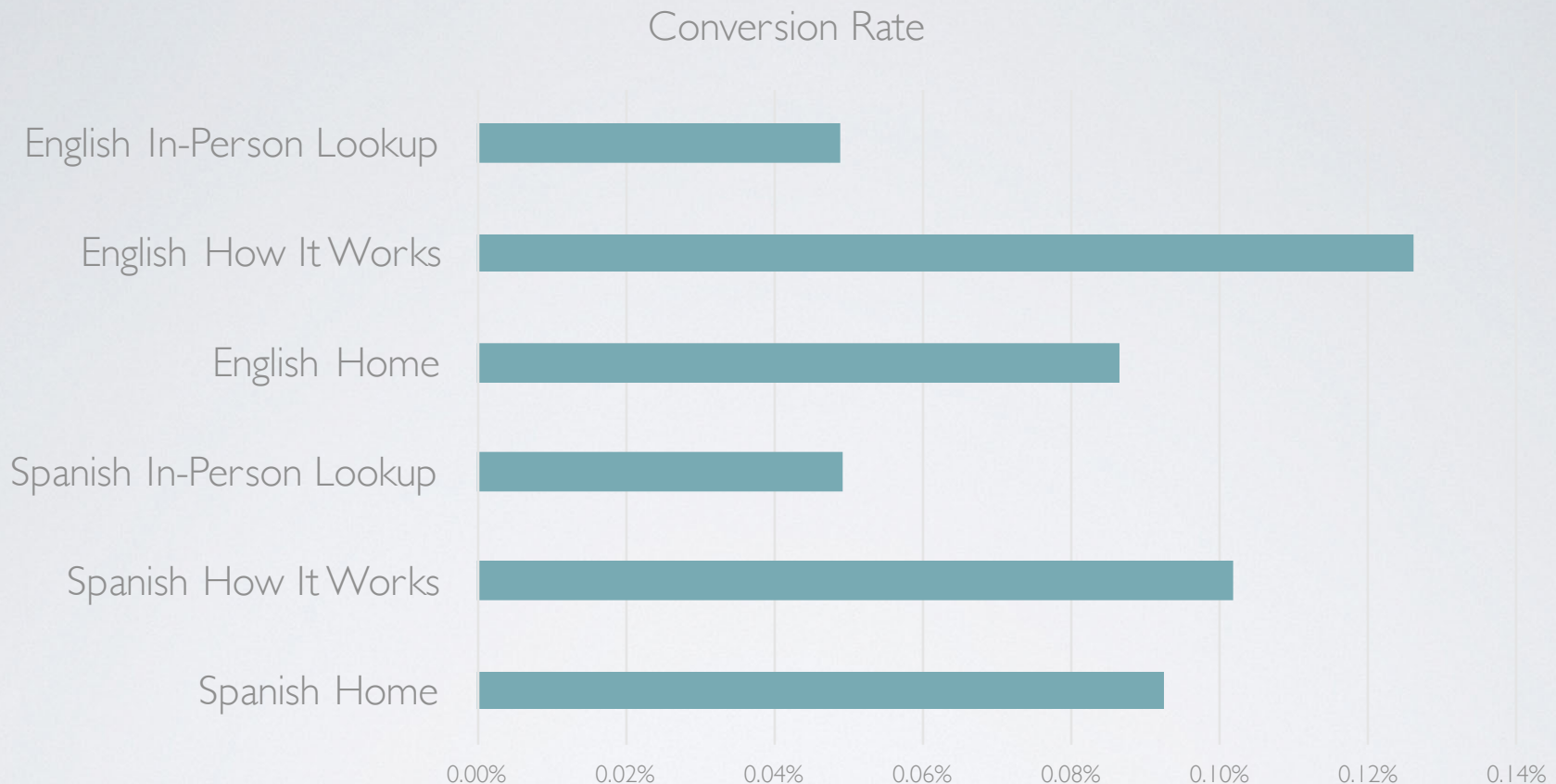
Website Visits by Day of Week



Observation

- ✓ Weekends had the lowest amount of visitors, despite more days in enrollment period

Digital Media – Ad conversions to NevadaHealthLink.com



Observations

- ✓ How It Works page had highest conversion rate across both websites
- ✓ “Countdown” style ads that ran in January had a lower action rate than other ads

Social Media - Recap

➤ Observations:

- ✓ 6,253,475 impressions were made during the campaign across Facebook, Instagram and Twitter ads
- ✓ 19.46% of visits to NevadaHealthLink.com came from Nevada Health Link-related social media which generated 3,198 Key Actions.
- ✓ In the off-season, social media will be utilized to continue awareness and grow an email database of followers for on-going education and awareness.
- ✓ Organic and paid social media is an efficient way to reach many of our target audiences on a more personal level. We will continue with the strategy: *engage, educate and enroll*.



PR/Media Relations - Recap

- Topic Highlights: Failure to Reconcile ~ Open Enrollment/Events ~ In-Person Assistance ~ Using the Correct Website (i.e., NevadaHealthLink.com) ~ Record Enrollment (See list online in the Appendix)
- Total of 154 broadcast/print/online stories from September, 2015 – February 9, 2016
- 96% of coverage was balanced or positive and included an Exchange spokesperson 44% of the time

➤ Observations:

- ✓ 20 statewide broadcast/print stories during 72 hours of close-out event
- ✓ 50+ stories in rural and ethnic outlets throughout campaign
- ✓ During the off-season, PR will be used to seek out ongoing opportunities for coverage, to support important outreach and education efforts and to measure Share of Voice (how often Nevada Health Link messages are discussed).
- ✓ During this political year, the effort of PR will be focused on maintaining a consistent and balanced brand and image
- ✓ Estimated *Earned* PR Value for period: Oct 2015 - Jan 2016 - \$9,089,843

Earned Media/PR Value = Any mention of Nevada Health Link or Silver State Health Insurance Exchange in the form of online content, press coverage or advertising that is not paid for, which gains exposure for the entity and the brand.

Outreach

○ Statewide Totals:

- 63 events attended (List of events located online in the Appendix)
- 83 exhibitors participated at the events
- 56,725 individuals were engaged
- 292 distribution locations were utilized for marketing event awareness efforts (posters & fliers)

➤ Observations:

- ✓ Outreach efforts helped identify new partners and reach target audiences
- ✓ New partnerships have been developed with Smith's and Walgreens and we will engage them to be even more effective with outreach efforts moving forward
- ✓ The primary focus of outreach efforts for this enrollment period was on directing consumers to licensed enrollment professionals which proved to be an effective method of collaboration
- ✓ In the off-season and as we gain momentum for the next enrollment period, outreach efforts will also include identifying stakeholders, new strategic partnerships and identifying areas of underserved populations statewide to engage in grassroots education and awareness



