




Marketing and Outreach Update

January 22, 2020


Open Enrollment 7 “Peace of Mind” Marketing Campaign Summary

Total paid advertising for Open Enrollment 7 campaign: \$1,385,499

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
		Open Enrollment 7 Paid Media																
WEEKS BEGIN MONDAY		SEPT				OCT					NOV				DEC			
		2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	
					PRE-ENROLLMENT					OPEN ENROLLMENT								
General Campaign Messaging																		
TV/Video Placement	CHANNEL PURPOSE: Broad awareness, credibility, urgency																	
Las Vegas General Market TV	ABC, NBC, CBS, Fox, CW, cable																	
Las Vegas Spanish Language TV	Telemundo, Univision, Galavision, etc.																	
Reno General Market TV	ABC, NBC, CBS, Fox, CW, cable																	
Reno Spanish Language TV	Telemundo, Univision, Galavision, etc.																	
Las Vegas Cinema	General Market, 12 Theaters																	
Reno Cinema	General Market , 3 Theaters																	
Radio Placement	CHANNEL PURPOSE: Messaage frequency; targeting demos by format																	
Las Vegas General Market Radio	Rock, Classic Rock, Country, AC, Urban, CHR, News/Talk, Streaming																	
Las Vegas Spanish Language Radio	Spanish Mex Regional, Hip Hop, Sports, Streaming																	
Reno General Market Radio	Rock, Classic Rock, Country, AC, Urban, CHR, News/Talk, Streaming																	
Reno Spanish Language Radio	Spanish Mex Regional, Hip Hop, Sports, Streaming																	
Out-of-Home	CHANNEL PURPOSE: Safety net for unreachables; fast, mass awareness																	
Las Vegas Bulletins	Freeway Bulletins (40 in rotation per month)																	
Las Vegas Posters	Digital posters (7 in rotation per month)																	
Las Vegas Bus Shelters	Shelters (40 per month)																	
Las Vegas Transit	Jr. King Kongs (10), ParaTransit Kings(30) , Interior Cards (100)																	
Reno Bulletins	Freeway Bulletins (3 per month)																	
Reno Posters	High traffic surface streets (9 per month)																	
Reno Transit	Kings (5), Queens (10) Tails (10)																	
Print	CHANNEL PURPOSE: Target niche, ethnic audiences																	
Southen Nevada Hispanic	El Mundo, El Tiempo																	
Northern Nevada Hispanic	Ahora, La Voz																	
Asian Print	Chinese, Japanese, Phillipine, Korean																	
LV Weekly	Las Vegas Alternative																	
Reno News & Review	Reno Alternative																	
Senior Spectrum	Oct, Nov, Dec																	
Vegas Voice	Oct, Nov, Dec, plus bonus ad for Jan or Feb																	
First Nations Focus	Oct, Nov																	
Nevada Business Magazine	Nov																	

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					PRE-ENROLLMENT					OPEN ENROLLMENT								
General Campaign Messaging																		
Native Content/Video	CHANNEL PURPOSE: Integrate NHL content with user behavior																	
Always On Promoted Content	Facebook/Instagram																	
Social Video	Facebook/Instagram																	
Native Articles & Videos	Stackadapt																	
Audio	CHANNEL PURPOSE: Targeting capabilities; longer messages																	
Podcasts	IHeart Radio w/o streaming																	
Streaming Audio - Pandora	Pandora																	
Spotify	Spotify																	
Video	CHANNEL PURPOSE: Awareness + Targeting + User Action																	
OTT (Over the Top);	StrategUS																	
	Hulu																	
Programmatic/Platform-Specific	YouTube																	
	VEVO																	
	Snapchat																	
Twitch Video	Twenty/Thirtysomething Male gamers																	
Down Funnel/Conversion	CHANNEL PURPOSE: Convert awareness into action; Conversions																	
Display + Retargeting	Quantcast																	
Search	Google/Bing: Disruptive																	
Optimization Budget	Based on channel performance																	
Ad Serving	Based on impression delivery and type																	

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Campaign performance highlights (Paid digital media)

Facebook

- ✓ We reached 306,945 Nevadans ~ They saw our advertising 1,537,569 times collectively
- ✓ 8,566 clicked on NevadaHealthLink.com

Facebook Always On:

- ✓ We reached 778,366 Nevadans ~ They saw our advertising 2,904,633 times collectively
- ✓ 1,013 clicked on NevadaHealthLink.com

Native Articles:

- ✓ Nevadans saw the articles 1,567,386 times collectively
- ✓ 3,332 clicked on NevadaHealthlink.com (the most viewed article was *Frequently Asked Questions!*)

Display:

- ✓ Nevadans saw our ads 7,477,772 times collectively
- ✓ 5,922 clicked on Nevada Health Link.com

OTT Video:

- ✓ Nevadans saw our videos 1,569,443 times collectively ~ 98% watched the entire video

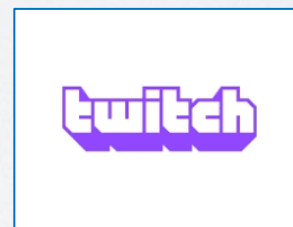
Open Enrollment 7 “Peace of Mind” Marketing Campaign Summary

Twitch:

- ✓ Nevada gamers saw our videos 909,560 times collectively
- ✓ 2,257 clicked on NevadaHealthLink.com

Search:

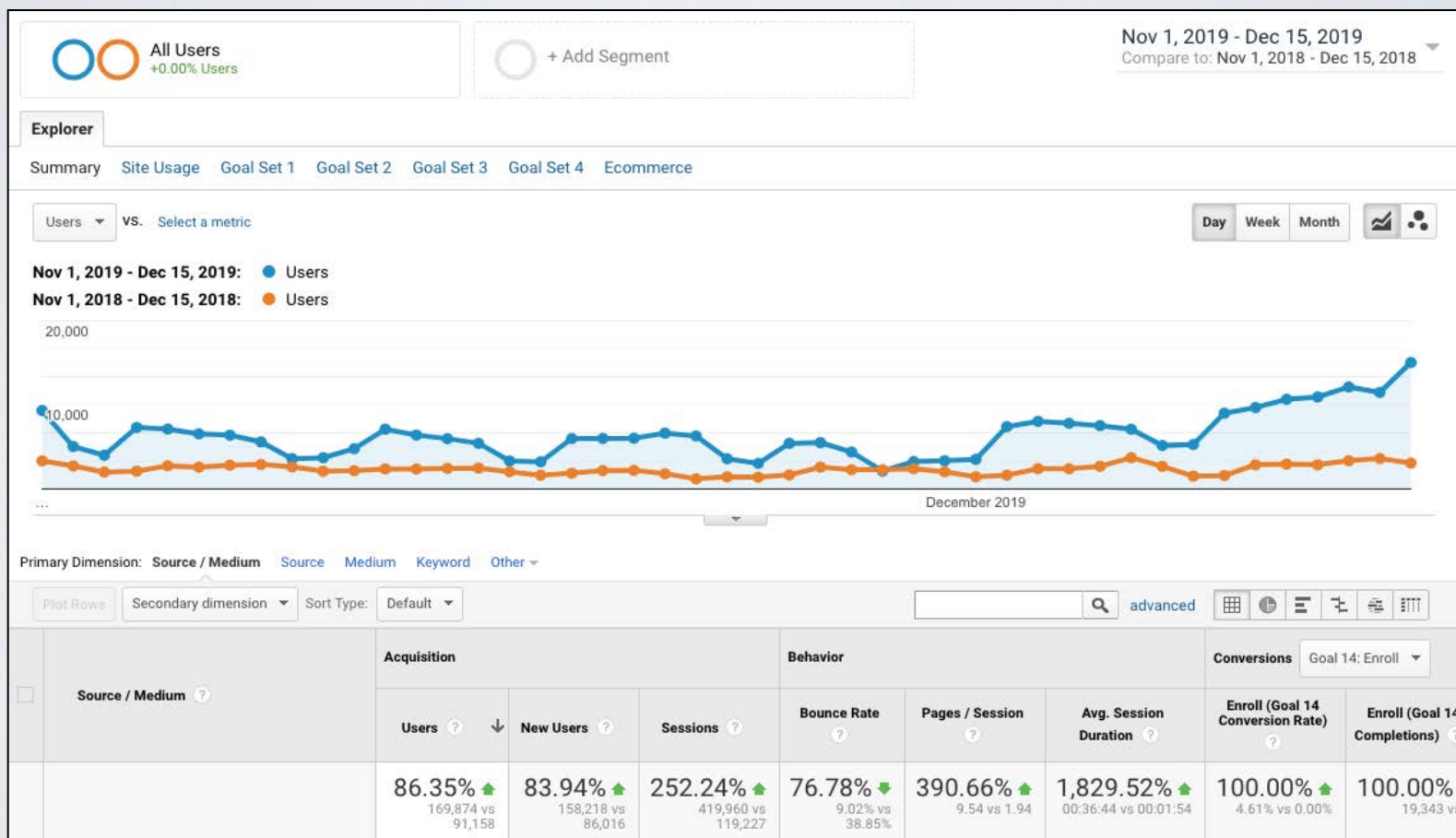
- ✓ 102,334 Nevadans found our ads when searching ~ 17,109 of them clicked and went to NevadaHealthLink.com which represented a 16.72% click-through rate (well above the industry standard)
- ✓ The branded search campaign increased Nevada Health Link’s share of impressions to 53% - which is significantly higher than last year.



Open Enrollment 7 “Peace of Mind” Marketing Campaign Summary

Traffic to NevadaHealthLink.com:

- Large spike in users, pages/session, and session duration
- Noticeable jump at the start of December through the final enrollment date



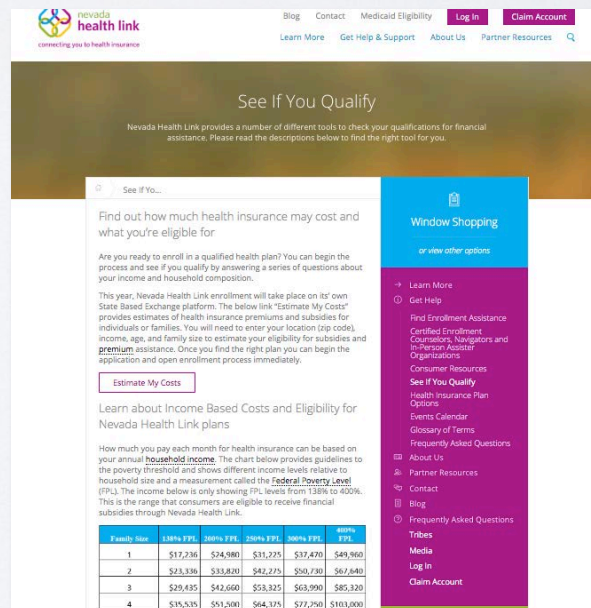
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Email and Social Media

Compared to the same time period last year Nov. 1 – Dec. 20.....

SEO

✓ Clicks through to NevadaHealthLink.com were up 143% with 62,573 clicks and 1,272,374 impressions



Open Enrollment 7 “Peace of Mind” Marketing Campaign Summary

Email

- ✓ 58 email messages were sent during the open enrollment period
- ✓ Sessions on NevadaHealthLink.com (via an email received) increased 71%. The average session was 36 minutes long

Social Media

- ✓ 34,248 Nevadans visited NevadaHealthLink.com via social media, a 391% increase

nevada health link
connecting you to health insurance

See if You Qualify | Find Enrollment Assistance | Contact | Blog

ONE PLACE COVER YOUR PRESCRIPTIONS

Nevada Health Link is the only place to enroll in a **Qualified Health Plan** that provides access to comprehensive coverage, including prescription medications. Shop for plans and compare prices before the Open Enrollment Period ends on Dec. 15.

nevada health link
December 13, 2019 · 🌐

All Qualified Health Plans through Nevada Health Link cover the 10 Essential Health Benefits that provide access to prescription medications, maternity and newborn care and mental health services. Find out if a QHP is right for you. #MyHealthNV

nevada health link
November 7, 2019 · 🌐

Nevadans, the Open Enrollment period has begun! Now through Dec. 15, sign up for health insurance or adjust the plan you already have. Get peace of mind knowing Nevada Health Link is the only place to enroll in a Qualified Health Plan that provides comprehensive coverage when you need it most. #MyHealthNV <https://bit.ly/2PqwJQv>

open enrollment IS HERE

nevada health link
November 6, 2019 · 🌐

Do you already have a health insurance plan through Nevada Health Link? Call us at 1-800-547-2927 if you need assistance with the re-enrollment process for plan year 2020. #MyHealthNV <https://bit.ly/34oQU5z>

nevada health link
November 7, 2019 · 🌐

Do you have questions about changing your health coverage for plan year 2020? Take a look at these commonly asked questions or DM us to speak to an enrollment professional today. #MyHealthNV <https://bit.ly/2JChGPZ>

have questions about changing YOUR HEALTH PLAN?

nevada health link
connecting you to health insurance

Login Portal | Find Enrollment Assistance | Contact | Blog

don't forget to submit YOUR APPLICATION

Dear <<First Name>>,

According to our records, it looks like you've started the application process for plan year 2020 health insurance coverage, but you have not submitted your enrollment application. To ensure your coverage begins on Jan. 1, 2020, follow the steps below.

Remember, Open Enrollment ends Dec. 15, so don't wait!

Enroll and Pay For Your Qualified Health Plan

After you've selected your choice of a Qualified Health or Qualified Dental Plan through Nevada Health Link's portal, a pop-up box will appear.

1. Click 'Continue To Cart,' verify your plan purchase, and then click 'Sign Application'.
2. After you have reviewed your plan, click on the 'I AM READY TO ENROLL' button.
3. Read over the Enrollment Terms and Conditions. Once you're done, check the Exchange Agreement attestation box, provide your e-signature, and click 'Sign and Enroll'.

Next Steps

You have successfully reviewed and completed your application for 2020. Please review or change your plans by clicking on the 'FINALIZE PLAN' button.

FINALIZE PLAN

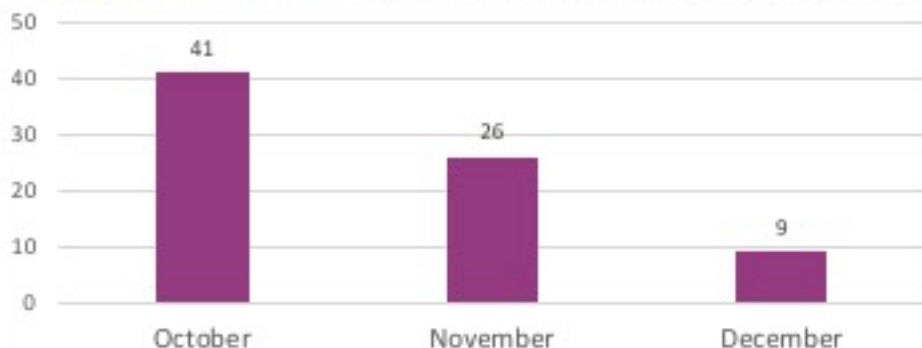
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Outreach and Community Relations Highlights



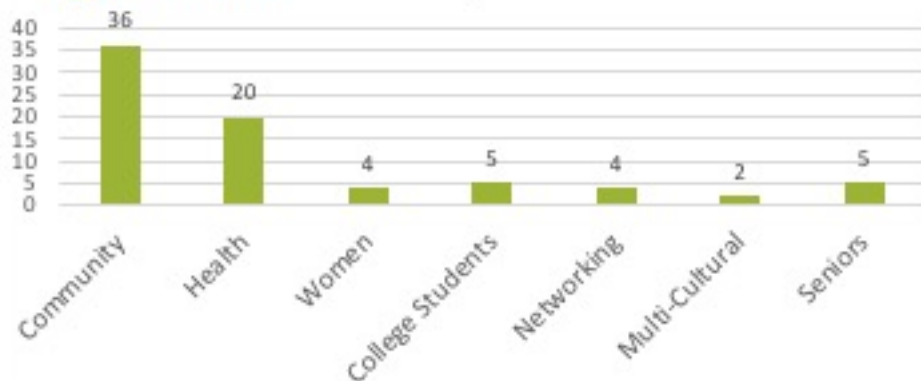
Outreach Events

October, November & December 2019



Outreach Event Types

October, November & December 2019



BOYS & GIRLS CLUBS
OF SOUTHERN NEVADA

Open Enrollment 7 “Peace of Mind” Campaign Summary

PR and Media Relations Recap:

Total impressions (Nov-Dec): 228,568,046

Total ad value (Nov-Dec): \$2,183,897

Total PR value (Nov-Dec): \$6,551,691

Total hits: 417



77,410 nevadenses obtuvieron seguro médico

2020 Off-Season Campaign

Marketing Objectives:

- Introduce messaging and tactics to promote SEP, subsidies and Nevada Health Link.
- Repurpose existing NHL creative to maintain brand consistency and gain efficiencies.



Messaging Focus

- ✓ SEP (Special Enrollment Period) – Educate and encourage eligible consumers to enroll
- ✓ “Hold-outs” – Target uninsured consumers with direct message to help them reconsider health insurance

Campaign Tactics and Strategy:

- ✓ Always On: Search, Social Posts, Native Articles and Content Creation
- ✓ Digital Outdoor
- ✓ Radio Traffic Sponsorships
- ✓ Streaming Audio
- ✓ Print
- ✓ Online Content/Promoted Posts
- ✓ Geotargeted Posters (by zip codes/neighborhoods): Convenience Stores, Laundromats, Salons/Barbers,, Liquor Stores, Bars/Restaurants
- ✓ Community Partners

Beginning in February

2020 Off-Season Campaign

Here's What It Will Look Like...

