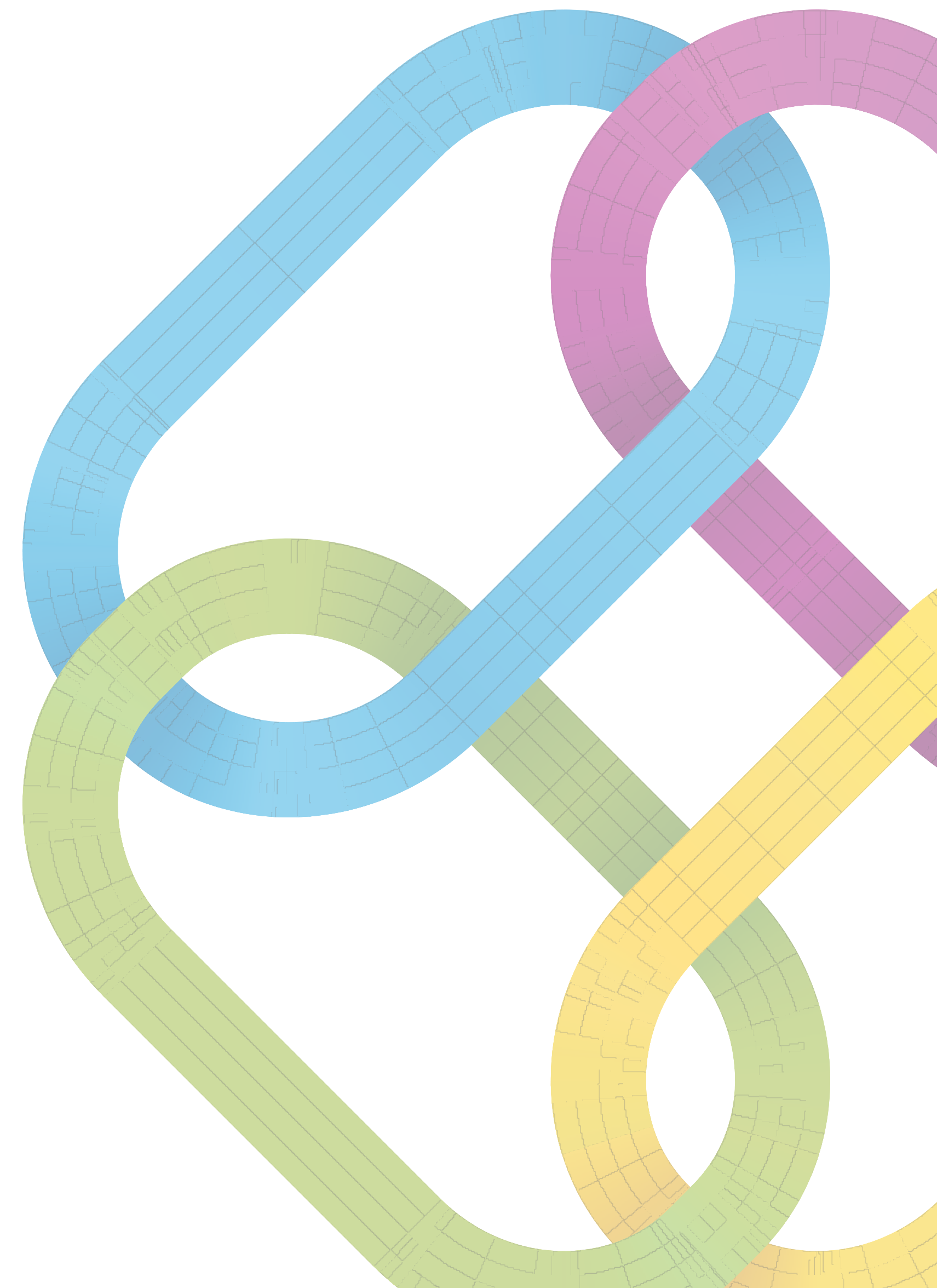




# BOARD MARKETING REPORT

FEBRUARY 2022





nevada  
**health link**



CREATIVE CONCEPT STRATEGY & MESSAGING

# OPEN ENROLLMENT PERIOD



Digital Ads



Print Ads



Billboard





# SUCCESS & OVERALL NUMBERS

## Overview

- Largest percentage increase among state-based marketplaces
- 17th largest percentage increase among all 50 states plus D.C.
- How we compare:
  - Nevada Health Link - 24% increase
  - Average state - 17% increase
  - Average state-based marketplace - 8%

## Key Contributing Factors

- Attended 43 community events, reached 37,295 people, engaged with 20,535 Nevadans
- PR efforts garnered strong awareness, 201 pieces of coverage and 2 million coverage views
- 13,133,000 impressions from digital paid media tactics, and of that 94,900 were engaged users
- 15,472,486 page views on the website and an average length of time on the site of over 11 minutes
- New website navigation, design of key pages and email design to benefit the user experience

## KEY SUCCESSES

### Reached Nevadans that meet the federal requirements for low income

- Nearly half of all enrollees have net premiums that are \$100 or less
- 88% of all enrollees received a subsidy
- Greater than 50% of clicks across the Google paid media tactics were from lower income levels

### Greater impact in the Hispanic/Latino Communities

- 9.1% of new enrollees are Hispanic/Latino
- Spanish paid media outperformed English on almost every platform
- Numerous radio remotes, public service announcement filings and community partnership

### Increased awareness in the rural regions of Nevada

- Over 100% increase in website visitation from almost every rural region in Nevada
- Due to specific paid media tactics reaching these regions: radio, print ads, billboards, and outdoor digital

### Increased enrollment of younger Nevadans

- 74.1% of new enrollees were one-person households
- Washoe and Clark County had the highest percentages of single households
- 18.9% of new enrollees were 19 - 30 years old and 24.9% were 31 - 45 years old

# THANK YOU

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