

OE9 Marketing Updates

Through January 18, 2022



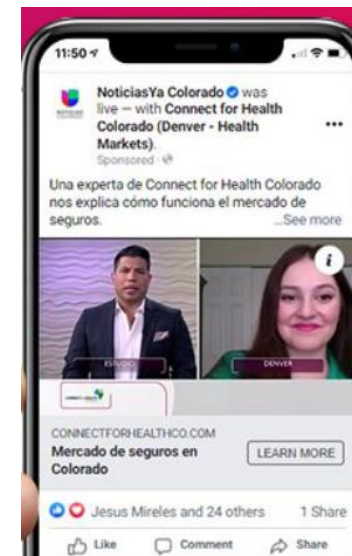
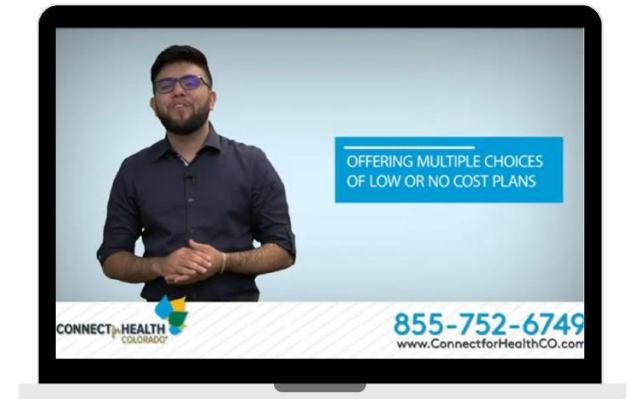
English Advertising

- + 49.8 million ad impressions
- + Site Visits were up 13% or 26,592 Visits
- + Overall CTR was up 20% YOY
- Overall CPM (cost per thousand impressions) was up 24%
 - Driven by increased costs in Social Media.
- Impressions were down 6%
 - mainly due to the increased CPM we saw in our Social Display advertising



Spanish/Bilingual Advertising

- + 8.2 million ad impressions
- + Spanish Site Visits increased 77% YoY
- + English Site visits increased 119% YoY
- + Bilingual email campaign generated the highest traffic to our website



Broker & Assistance Network OE9 Appointment Activity

Assistance Network Scheduling

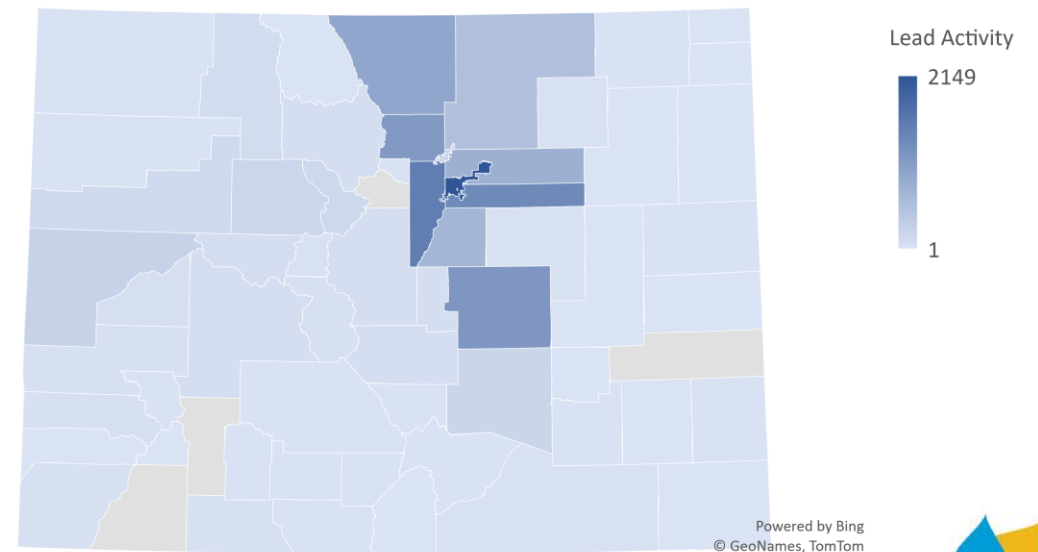
More than **6,600** appointments with assisters were offered through our scheduling tool, findhelp.

Through our completed outcomes:

- **58%** of appointments were with customers in the metro, 42% were with customers in rural counties.
- **20%** of completed appointments were facilitated in a language other than English (19% in Spanish)
- **38%** of completed appoints were with customers uninsured in the last 60 days

Broker Leads

Nearly **13,000** customers requested an appointment with a broker through our lead tool, Help on Demand. 78% were customers in metro counties, 22% from rural.



Broker & Assistance Network OE9 Enrollment Activity

50% of customers enrolled with a Broker and 5% with an assister during OE9.

More subsidies were available due to ARP, and we continued to see customers enroll with financial assistance at higher rates with a broker or an assister than those without enrollment assistance.

