Marketing Updates

Open Enrollment efforts through Dec 7, 2022
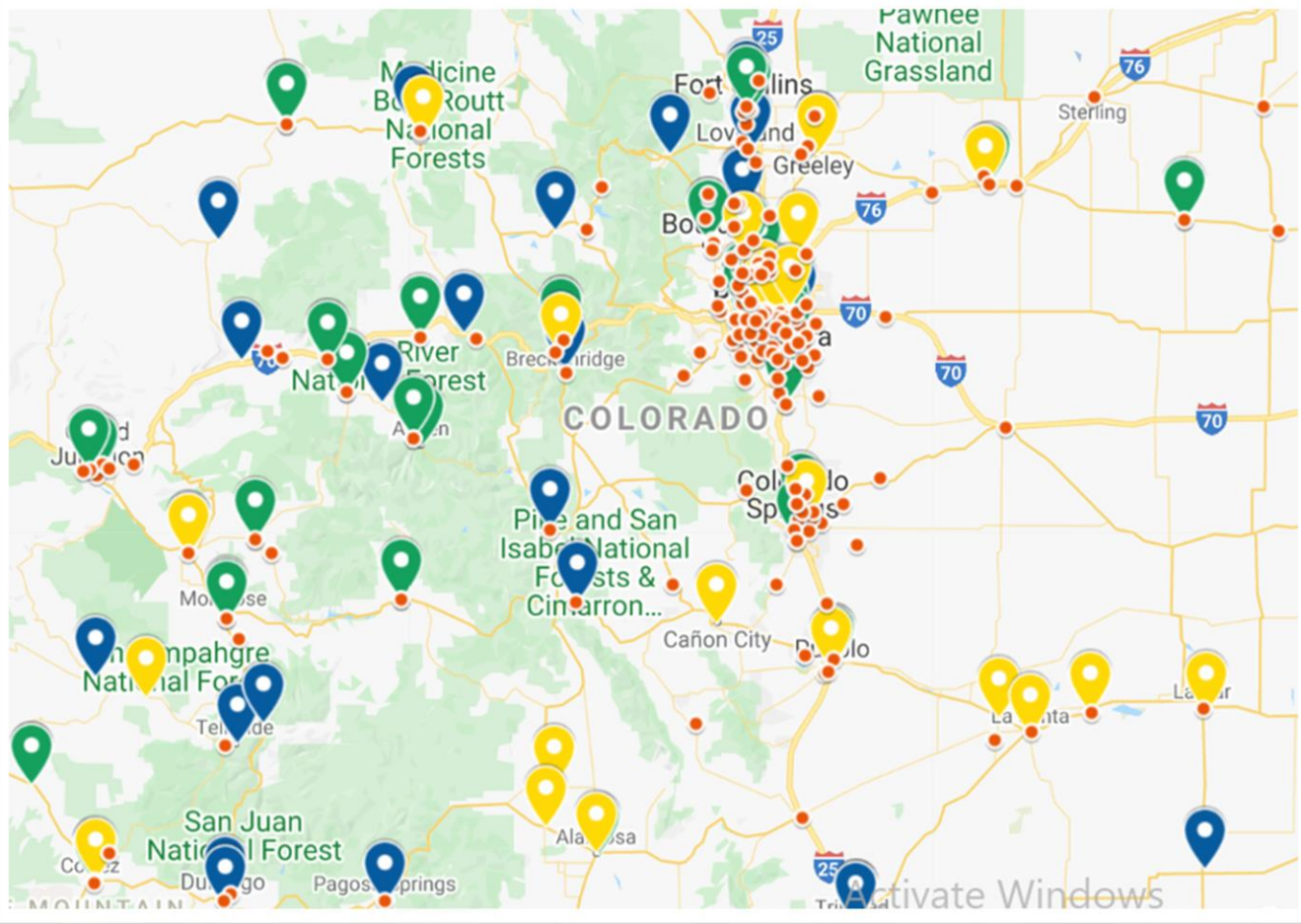
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- Total users have increased by 34% over last year

- New users have increased 38% over last year

- Pageviews have increased 11% over last year

  - Returning Customers has a 100% increase over last year

  - Get Financial Help had a 517% increase over last year

Connectforhealthco.com
Website stats

Reporting period
Nov. 1-Nov. 30

CONNECT for HEALTH
COLORADO®

ConnectforHealthCO.com

We're here to help

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Media Relations and Collateral

Get Covered Day!

- Message board campaign
- Joint press release with DOI and HCPF about Get Covered Day, Dec. 8

Toolkit available with collateral, social media and newsletter pieces.

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CONNECT for HEALTH COLORADO®

Website updates

- Added updated stats
- Added new persona videos

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Paid Advertising Examples – Spanish/Bilingual Campaign

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Paid Advertising – English

We are running digital display, social media ads, paid search and native ads. We believe that the ads are helping drive website traffic.

Here are some ad examples:

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