



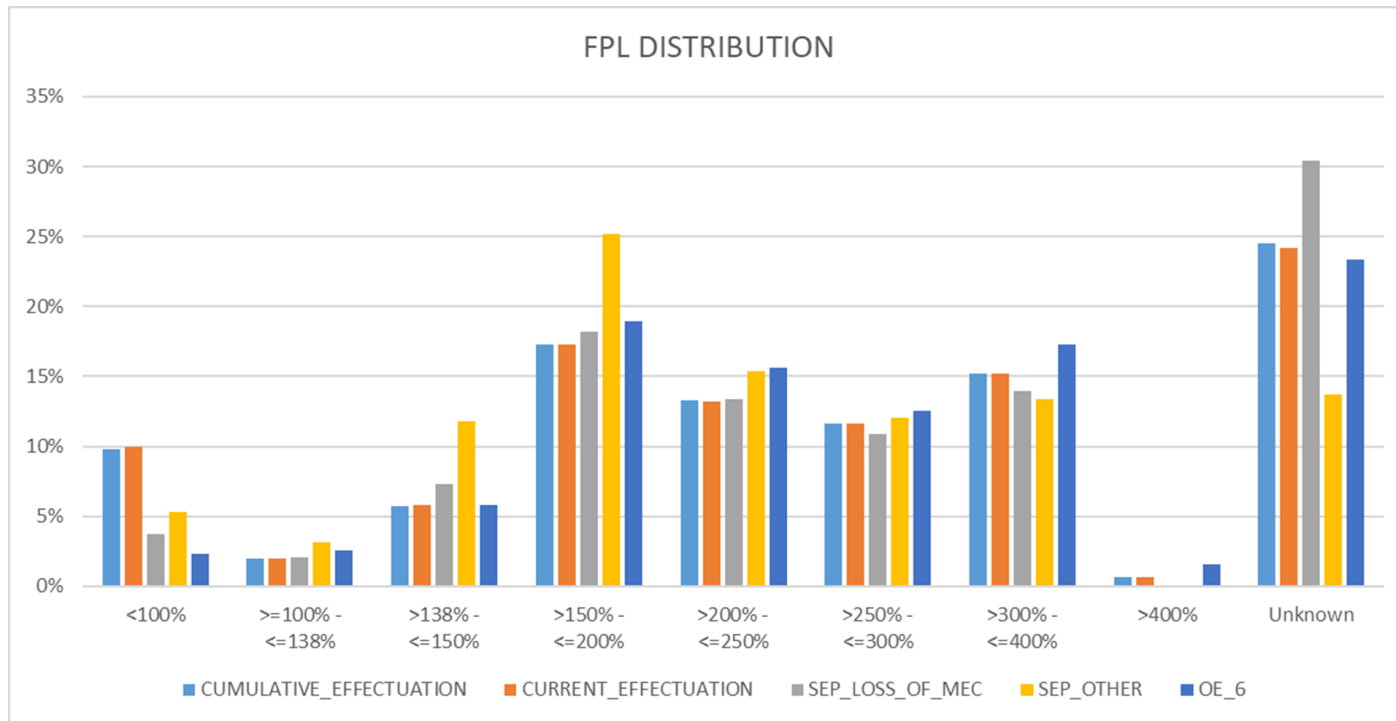
# COVID-19 SEP MARKETING UPDATE

Ezra Watland

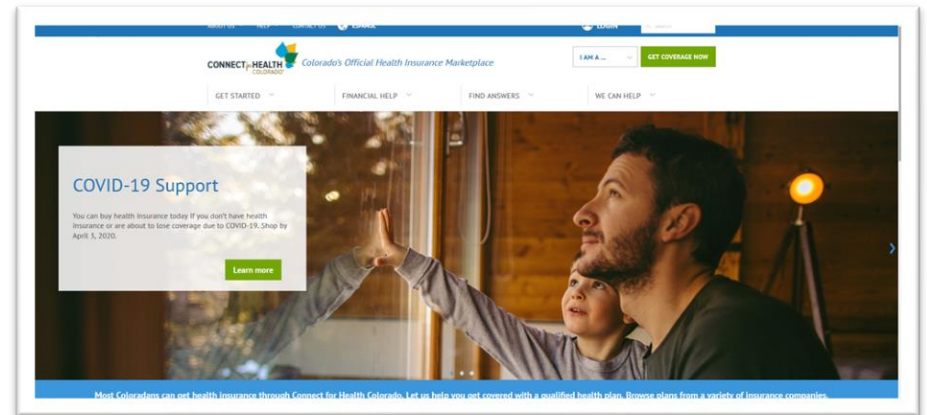
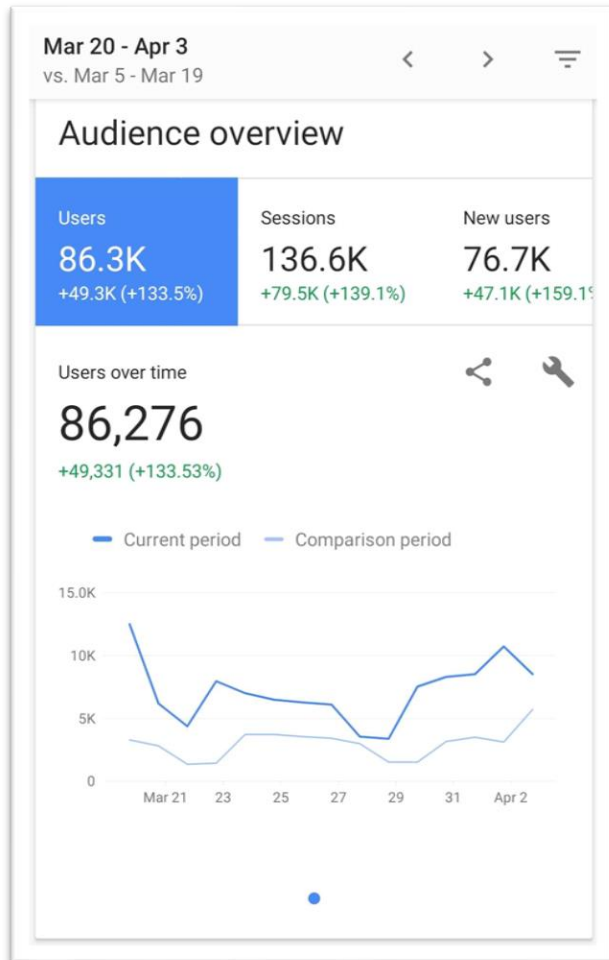
Director, Marketing and Communications Strategy

# Enrollment Update

## 8500 Plan Submissions – 3/20 – 4/3



# Visitors to our Homepage



# Digital and Social Advertising Performance

## Digital Impressions

Impressions	Clicks	CTR
4,842,171	7,618	0.16%

## Social Media Results

Impressions	Clicks (All)	CTR
5,342,572	11,968	0.22%

Limited time!  
**Get health insurance today**

Shop by April 3

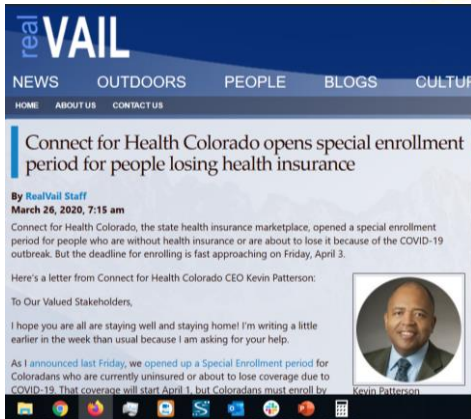
**CONNECT for HEALTH COLORADO**

[Learn more »](#)

**C4HCO** @C4HCO - Mar 19  
Because of #COVID19, we just announced a new Special Enrollment period that starts Friday, March 20 & ends Friday, April 3. Coloradans who are uninsured can enroll for coverage that starts April 1. [bit.ly/2UqKlfg](https://bit.ly/2UqKlfg) #CoverCo #Cohealth #DoingMyPartCO

24 196 243

# Earned Media



165 media mentions

184 media mentions during 10 weeks of OE7



# Social Media Performance



**45,059 Reached**  
**3672 Engagements**