

# Performance At a Glance

- Users to our site increased by 35.28% (Feb 8-March 1, 2021 vs 2020)
- Targeted email campaign to 3 groups
  - Lapsed customers
  - Above Medicaid Thresholds
  - Customers who enrolled but never effectuated
- Stakeholder Toolkit: <http://bit.ly/UEPtoolkit>

