

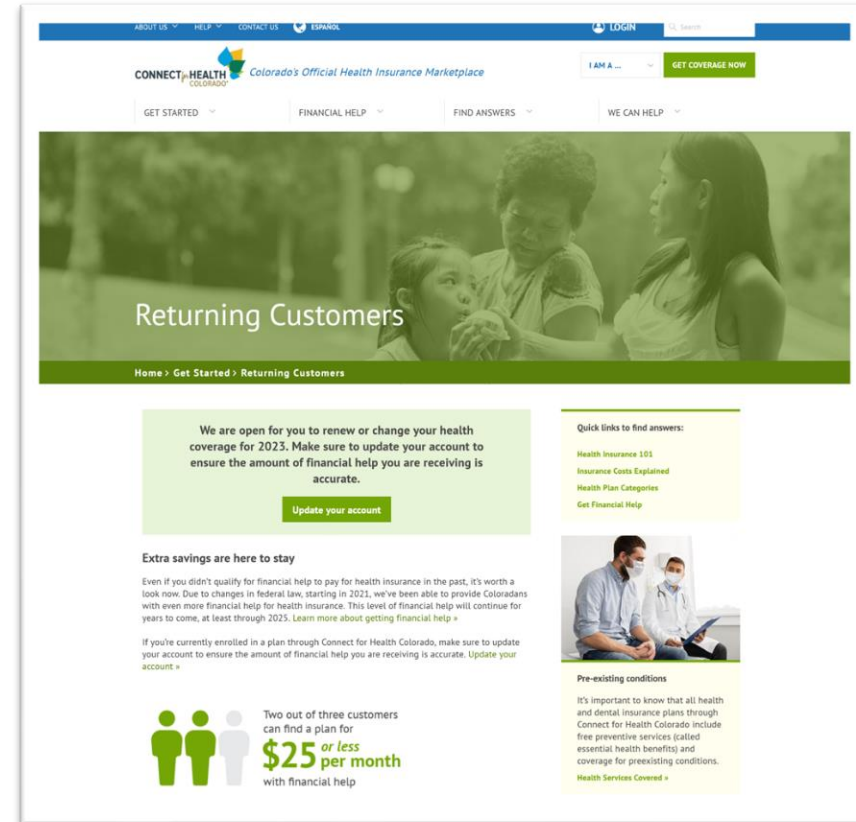
# Marketing Updates

Open Enrollment efforts through Jan 4, 2023



# Homepage Traffic

- Overall users up 20%
- New users up by 23%
- Total pageviews up by 3%
  
- Returning Customers: 107% increase
- Get Financial Hel: 108% increase



# Email schedule for customers:

• ~~Nov 1~~

• ~~Nov 22~~

• ~~Dec 6~~

• ~~Dec 13~~

• ~~Dec 15~~

• ~~Dec 21~~

• ~~Jan 4~~

• Jan 10

• Jan 15

# Email Marketing

- FA - 54%, 56%, 52%, 51%
- NFA - 57%, 52%, 54%, 52%
- HIAE - phase 1 51%, 51%, 49% 46%
- Lapsed - 51%, 50%
- AABNE - 51%, 50%, 47%, 44%
- Submitted but canceled - 55%
- Loss of issuer - 56%, 57%, 56%, 52%

ConnectforHealthCO.com



11 days left to enroll in health insurance!

Open Enrollment ends on January 15, 2023 and there is still time to save money on a health insurance plan. [Shop today](#) to find a health plan that suits your needs at the right price for you.

If you have questions or need help enrolling, make a free appointment with a [Broker or an Assister](#) or call our [Customer Service Center](#).

#### Don't know where to start?

We can help! To help you find the plan that's right for you, consider more than just a plan's monthly premium. Think about how often you need care, or which doctors you like to see. Check out some more [tips for choosing a plan](#).

Get Started

Two out of three customers  
can find a plan for  
**\$25 or less**  
per month  
with financial help

[ConnectforHealthCO.com](#)

855-752-6749

CONNECT for HEALTH  
COLORADO

- 7,153 scheduled appointments (or “appointments offered”)
  - 4,217 *scheduled appointments*
- 5,056 completed appointments
  - 4,200 *completed appointments*
- 4,192 QHP enrollments; 873 Medicaid enrollments; 81 CHP+ enrollments
  - 2,163 *QHP*; 884 *Medicaid*; 139 *CHP+*

The screenshot shows the 'Upcoming Events' page on the Connect for Health Colorado website. At the top, there is a navigation bar with links for 'ABOUT US', 'HELP', 'CONTACT US', and 'ESPAÑOL'. Below this is the 'CONNECT for HEALTH COLORADO' logo and the text 'Colorado's Official Health Insurance Marketplace'. There are also buttons for 'GET STARTED', 'FINANCIAL HELP', 'FIND ANSWERS', and 'WE CAN HELP'. A search bar and a 'GET COVERAGE NOW' button are also visible.

The main heading is 'Upcoming Events' with a breadcrumb trail 'Home > Event'. Below this is a section titled 'Find help at an event near you' with a sub-heading 'Located across Colorado, these events provide educational and enrollment information about health insurance coverage, the application process and financial help through Connect for Health Colorado. While you can't complete enrollment at all of these events, they are a great opportunity to talk with our network of trusted, certified experts and to schedule appointments.' There is a search bar and a 'FIND EVENTS' button.

The calendar shows events for January 2023. The events listed are:

MON	TUE	WED	THU	FRI	SAT	SUN
26	27	28 9:00 am - 1:00 pm Tri-County Health Enrollment Event - Delta	29	30	31	1
2	3	4 9:00 am - 1:00 pm Tri-County Health Enrollment Event - Delta	5	6	7 8:30 am - 7:00 pm Tri-County Health Enrollment Event - Delta	8 9:00 am - 1:00 pm Walk in and enroll in health insurance! Saturday enrollment event
9	10	11 9:00 am - 1:00 pm Tri-County Health Enrollment Event - Delta	12	13	14 8:30 am - 1:00 pm Tri-County Health Enrollment Event - Delta	15 9:00 am - 4:00 pm Walk in and Enroll

# Paid Advertising Examples – Spanish/Bilingual Campaign

## Entravision email campaign:

### January 15th is the last day to get health insurance for 2023.

Connect for Health Colorado, the state's official health insurance marketplace, is the only place where you can compare all the plans available to you AND qualify for financial help.

Our [Quick Cost and Plan Finder tool](#) is an easy way to see the plans and prices. If you're not sure which plan is best for you, you can get free advice and help from our insurance experts in person, on the phone, or virtually.

The right health insurance plan will protect your health and finances in 2023, so don't delay! Enroll in a plan on Connect for Health Colorado on or before Sunday, January 15.

Get started today by [scheduling time with an expert](#) or [creating an account](#) and shopping around.

[View 2023 plans & prices](#)

[www.ConnectforHealthCO.com](http://www.ConnectforHealthCO.com)


ConnectforHealthCO.com

And here are some examples of digital and social media ads




CONNECT for HEALTH  
COLORADO

# Paid Advertising – English

 **Connect for Health Colorado** ... X  
Sponsored · 🌐


🕒 **FINAL DAYS** to get 2023 health insurance. Get financial help here. 🛒 Shop by January 15.




connectforhealthco.com  
**Final days! Shop by Jan 15** [Shop now](#)  
As Colorado's official health...

👍 Like    💬 Comment    ➦ Share

ConnectforHealthCO.com

 **Connect for Health Colorado** ... X  
Sponsored · 🌐

🕒 **FINAL DAYS TO SAVE** on 2023 health insurance with financial help – 75% of customers qualify. 🛒 Shop by January 15.



connectforhealthco.com  
**Final days! Shop by Jan 15** [Shop now](#)  
As Colorado's official health...

👍 Like    💬 Comment    ➦ Share