

# Media Buy Performance

Open Enrollment Advertising efforts



# English Advertising Campaign

- **Digital Display:** 14,965,657 Impressions; 67,501 Clicks
- **Digital Video:** 8,880,045 Impressions; 35,536 Clicks
- **Social Display:** 5,284,865 Impressions; 27,675 Clicks
- **Social Video:** 3,810,078 Impressions; 14,472 Clicks
- **Spotify Digital Radio:** 1,467,475 Impressions; 806 Clicks
- **Search Retargeting Display:** 29,794,635 Impressions; 62,031 Clicks
- **Paid Search:** 109,465 Impressions; 22,597 Clicks

**Total:** 64,312,220 Impressions; 230,618 Clicks to our website

# Top Digital Display Performers



**Health plans for \$25/mo or less**

*2 of 3 customers qualify!*

**CONNECT for HEALTH COLORADO®**

**Compare plans »**



*It's not too late!*

**Last chance to get 2023 health insurance!**

*Shop by Jan 15*

**CONNECT for HEALTH COLORADO®**

**Compare plans now »**



**75% of customers get financial help**

*Shop health plans by Dec 15*

**CONNECT for HEALTH COLORADO®**

**See what you can get »**

# Top Social Media Performers

 **Connect for Health Colorado** Sponsored · 



🙄🗿 It's not too late... You can still get 2023 health insurance. 🛒 Shop by January 15.




connectforhealthco.com  
**Financial help available**  
As Colorado's official health...

[Shop now](#)

 Like  Comment  Share



 **Connect for Health Colorado** Sponsored · 

🔥 Get \$\$\$ to help pay for health insurance. 🙄  
Didn't qualify before? It's worth another look. 🎉



connectforhealthco.com  
**Shop by December 15**  
As Colorado's official health...

[Learn more](#)

 Like  Comment  Share

 **Connect for Health Colorado** Sponsored · 

**Health insurance doesn't have to cost an 💪 and a 🦶**



*Get financial help here!*

[Learn more](#)

# Latinx Digital Advertising Campaign

We used digital advertising to reach Latinx Coloradans, including:

- **Email:** 1,428,642 impressions, 28,938 clicks.
- **Search:** 43,134 impressions, 4,153 clicks
- **Facebook Ads:** 889,525 impressions, 7,793 clicks
- **Facebook Lives:** 704,469 impressions, 23,188 clicks
- **Programmatic Audio:** 918,308 impressions
- **YouTube:** 1,391,201 impressions, 847,499 views

**Total:** 5,375,279 Impressions; 64,072 clicks to our website

# 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


# New video characters

We created 3 characters that represented Coloradans across the state:


- **Marissa**, a mom from the Denver Metro area that loves to skateboard with her daughter
- **Armando**, a millennial digital nomad in Fruita who loves to dirt bike
- **Bill**, a farmer from the Eastern Plains that loves his grandchildren



# Social media examples of ads

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


We are the state's official health insurance marketplace. live your best life Colorado, we've got you covered!



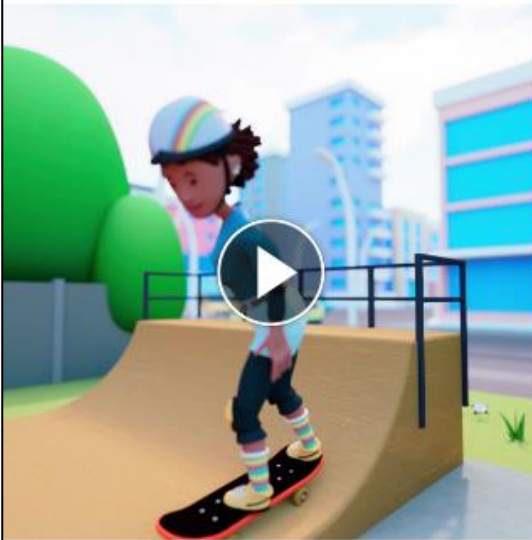
connectforhealthco.com  
**Shop by December 15**  
As Colorado's official heal...

[Learn more](#)

👍 Like    💬 Comment    ➦ Share

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


We are the state's official health insurance marketplace. live your best life Colorado, we've got you covered!



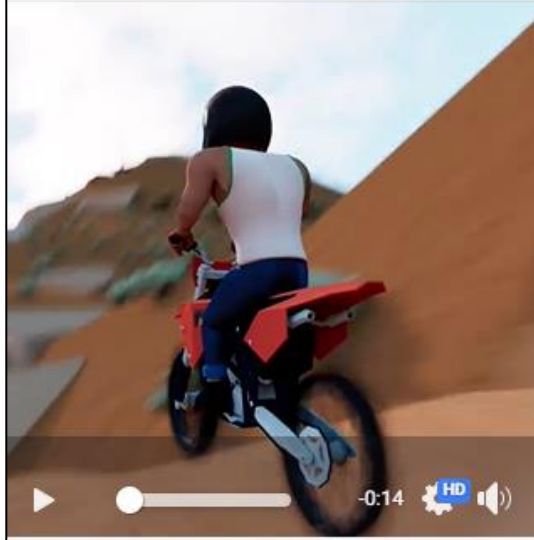
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