



# ODCBS METRICS PLAN FOR MEASUREMENT REPORT

NOVEMBER 1 - 30

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# DIGITAL STRATEGY

► This campaign leverages the following digital tactics, all working together to effectively reach audiences in key counties as well as state-wide for general market and Hispanic audiences. Ads run on desktop, tablet, and mobile devices.

- Custom local websites
- Behavioral targeting
- Predictive targeting
- Contextual placements
- Digital radio (Pandora)
- Search retargeting
- Search engine marketing
- Paid FB advertising

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TACTIC	IMPRESSIONS	CLICKS	CTR
Display	35,923,292	49,160	0.13%
Pandora Radio	1,159,971	2,259	0.19%
Facebook Direct	490,442	8,297	1.69%
Zip Code – Agent Locator Ad	936,305	1,032	0.11%
Search Engine Marketing	141,385	4,770	3.37%
TOTAL	38,651,395	65,518	0.17%



## PAID MEDIA – EXECUTIVE SUMMARY

In November, the Shop + Enroll, Oregon! digital campaign delivered **38,651,395** total impressions.

The message reached the general market over **1.6 million** unique individuals, with a message frequency of **20** times.

From those impressions delivered, the campaign achieved **65,518** direct clicks on ads, with a “click through rate” (CTR) of **0.17%** which is **112.5%** above the industry standard of 0.08% for the insurance and healthcare category.

For Hispanic digital, the campaign delivered over **4 million** impressions, reaching **234,575** unique individuals, with a message frequency of **20** times.

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## EXECUTIVE SUMMARY – CONTINUED

The Shop + Enroll, Oregon! campaign is pacing on track for **80%** to target counties with **20%** to remainder of state.

For Spanish and Russian language media, we are delivering on track with what was ordered, in Digital, Radio, and Print.

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# DIGITAL – POST CLICK REPORTING

There were **34,121** activities on oregonhealthcare.gov website in November.

**21%** of these activities came from users who clicked on the ad when it was served, and then took additional actions on the site.\*

**79%** of these activities came from users who were served the ad, but did not click on it, and later returned to the site via search engines or direct site visit.

## *ACTIONS TAKEN*

OregonHealthCare.gov (homepage): **61%**

Oregon Health Plan: **17%**

Apply or Renew Now: **10%**

Get Help: **4%**

Learn more about Health Coverage: **4%**

//////////////////////////////////////\*We'll include post-click activities from HealthCare.gov once they're received.



# DIGITAL – CAMPAIGN CREATIVE

For date range 11/1-11/31, **Shop** and **Help** have the strongest CTR.

## Clicks

Enroll: 20,081

Fit: 1,852

**Help: 15,981**

**Shop: 6,609**

Subsidies: 1,608

Deadline: 1,045

## CTR

0.11%

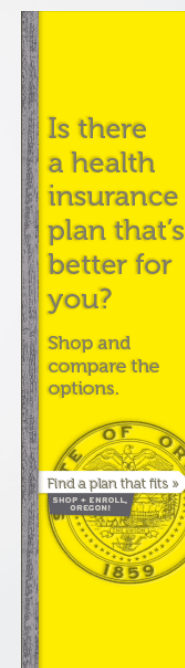
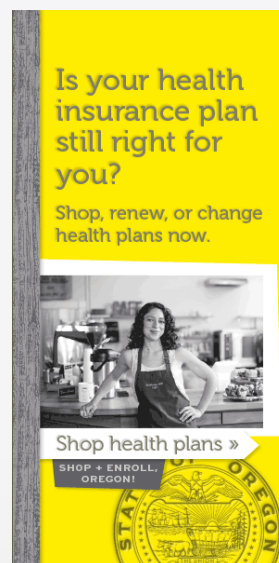
0.12%

**0.25%**

**0.34%**

0.13%

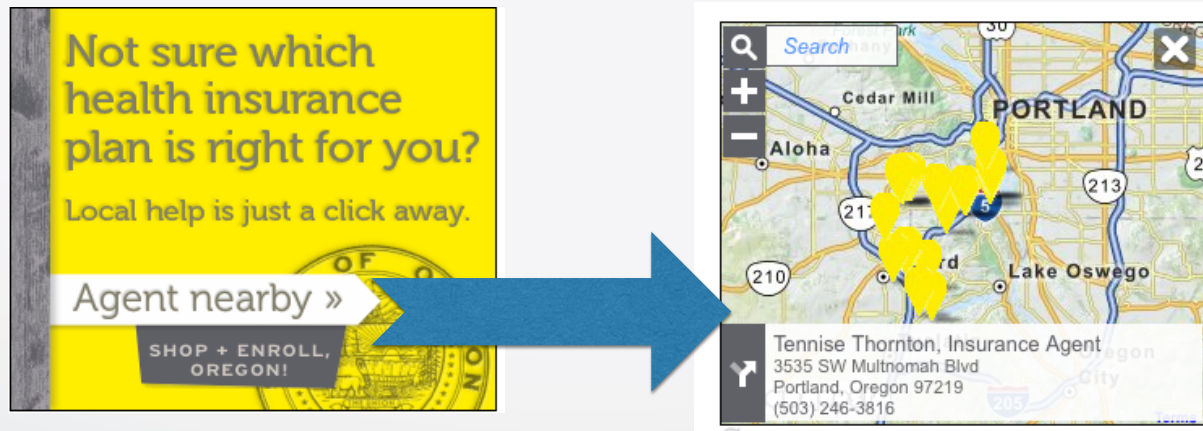
0.08%





## DIGITAL – INTERACTIVE

Agent locator (enter zip code in ad unit) is performing above the industry standard of 0.08% with a “click through rate” (CTR) of **0.11%**.





# DIGITAL – FACEBOOK

For date range 11/1-11/31, the Shop + Enroll, Oregon! Facebook campaign delivered **8,297** clicks, and **490,442** total impressions, reaching each unique user an average of **3** times for all audiences.

Entrepreneur, self employed, recent life change: **2,141** clicks

General target audience: **3,960** clicks

Hispanic target audience: **2,196** clicks



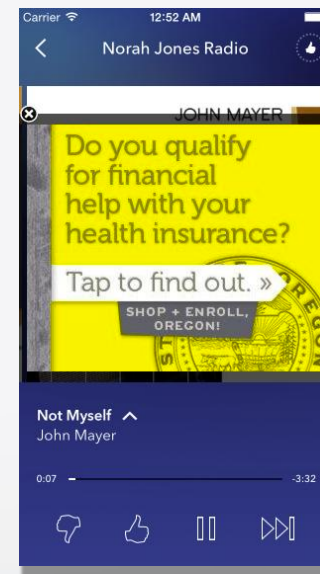
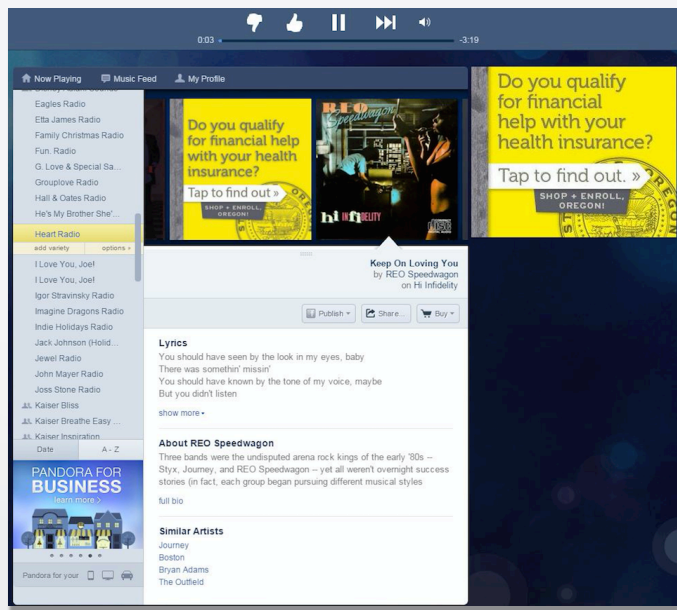
The CTR for November was **1.69%**, above the industry average for Services .89% or Org. and Associations at 1.28%

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# DIGITAL – PANDORA

For November the Shop + Enroll, Oregon! Pandora radio campaign delivered **1,537,928** total impressions, and **2,259** clicks. That is a .19% CTR which is below the industry average for a banner ad .21%.





# DIGITAL – SEARCH ENGINE MARKETING

Our SEM campaign achieved **4,770** direct clicks on search ads, with a CTR of **3.37%**, that is just under the 3.67% average for Finance and Insurance category.

Our target counties achieved **3,728** clicks and a **3.12%** CTR

Our secondary counties achieved **1,042** clicks and a **7.74%** CTR

## Top 4 keywords

health care insurance Oregon  
Oregon health care  
Oregon health plan  
health care insurance

## Searches by device

Desktop: 74%  
Tablet: 13%  
Mobile: 13%

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# OREGONHEALTHCARE.GOV WEBSITE

For the month of November there were a total of **111,903** total sessions. That number is comprised of 83,715 unique users. An average of **1.33** visits per unique visitor.

Those visiting OregonHealthCare.gov visited the Get Help page, either from the navigation bar or the Get Help button, **29,023** time, and is comprised of 7,703 unique visitors. An average of **3.76** views per unique visitor.

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# HEALTHCARE.GOV WEBSITE

For the month of November there were a total of **XXX** total sessions on the HealthCare.gov website in Oregon. That number is comprised of **XXX** unique Oregon users. An average of **XXX** visits per unique visitor.

Those Oregonians visiting HealthCare.gov clicked on \_\_\_\_\_.

There were also **XXX** calls made from Oregon to HealthCare.gov for assistance.

\*Data for HealthCare.gov has not been received, this page will be updated if and when data is provided by CMS.

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## ENROLLMENT FOR NOVEMBER

**38,830** Oregonians enrolled in November, which is **10.9%** of the total estimated eligible 357,788. Of those who enrolled **25,058** were **returning** customers, and **13,772** were **new** customers.

**30,454** Oregonians received financial assistance, which is **14.1%** of the total eligible of 216,000. Of those receiving financial assistance **30,454** received **APTC**, and **16,333** received **CSR**.

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# DESKTOP – CAMPAIGN SCREENSHOTS

**KTVZ.COM**  
CENTRAL OREGON'S NEWS LEADER  
45° Bend, OR  
Scattered Clouds  
Mobile | RSS | Email | Search

NEWS • WEATHER • SPORTS • LIFESTYLE • WHAT'S ON • COMMUNITY • CONTESTS • CONTACT US

Home / Lifestyle / Healthy Living

## Healthy Living

SPONSORED BY **bmc Total Care**

**Weight loss: Gain control of emotional eating**

- Leftovers and how long you can keep them
- 5 most useless workout products
- Can energy drinks really boost your energy?

**Tips for diabetes and prediabetes meal planning**

- 5 simple ways to save time
- Overcoming the Top 5 Fitness Barriers
- Eating and exercise: 5 tips to maximize your workouts

**A wide variety of health insurance plans.**  
Plus expert help picking the right plan for you.  
**Get free help »**

**BMC Healthy Living**  
Real Food Real People  
Dr. Archer explains why unprocessed real foods are the best.

- Calories Are Not the Problem
- Tasty Sweet Potatoes - Recipe
- Slow Cook Chicken with Stuffing - Recipe

**BMC Fix Tip: Maintaining a healthy weight**  
Healthy Eating Tips  
• Drink a glass of water

Click here to learn more **bmc Total Care**

Resources  
BMC Healthy Living | Bend P&H Box Pharmacy

**AccuWeather.com** for **Portland, OR**  
English (US) | Login

United States WEATHER | Portland, OR LOCAL WEATHER | COLD & FLU | ALLERGIES | COLD & FLU

Now | Weekend | Extended | Month

< October 2015 | View: | November 2015 | December 2015 >

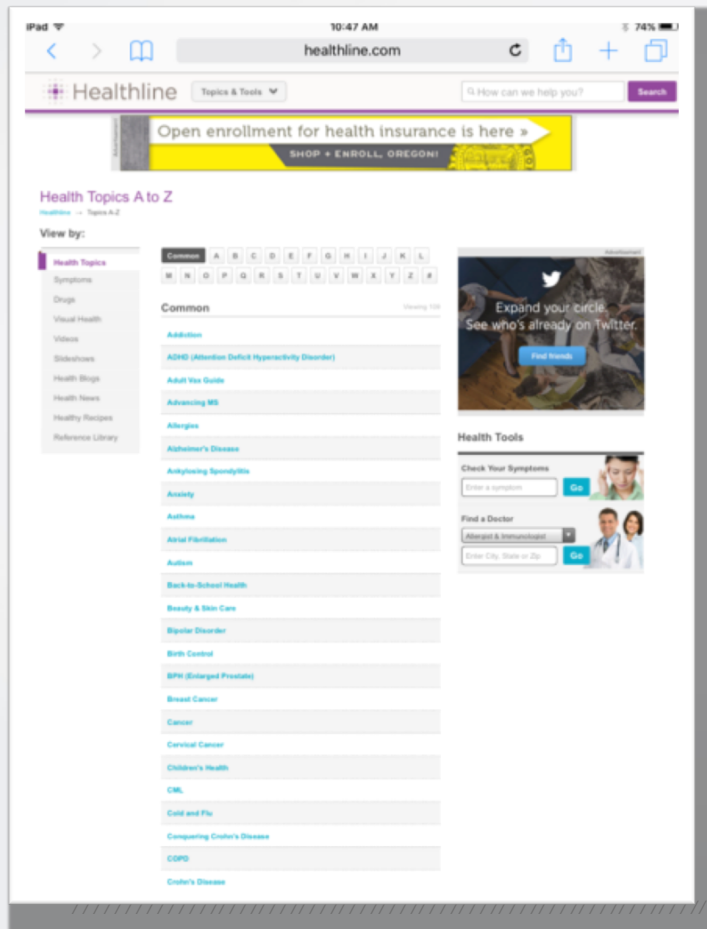
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Nov 1	2	3	4	5	6	Yesterday 7
Actual Temp 63° Lo 51° Wet. Avg. 57° Lo 39°	Actual Temp 57° Lo 43° Wet. Avg. 57° Lo 39°	Actual Temp 56° Lo 36° Wet. Avg. 56° Lo 39°	Actual Temp 51° Lo 34° Wet. Avg. 56° Lo 39°	Actual Temp 53° Lo 47° Wet. Avg. 56° Lo 39°	Actual Temp 63° Lo 45° Wet. Avg. 55° Lo 39°	Actual Temp 54° Lo 42° Wet. Avg. 55° Lo 39°
Today 8	9	10	11	12	13	14
Rather cloudy, p.m. t-storms 54° Lo 43° Wet. Avg. 55° Lo 39°	A brief shower or two 51° Lo 39° Wet. Avg. 54° Lo 39°	Mostly cloudy 52° Lo 46° Wet. Avg. 54° Lo 38°	Occasional rain 52° Lo 38° Wet. Avg. 54° Lo 38°	Becoming cloudy 52° Lo 43° Wet. Avg. 53° Lo 38°	Cloudy 56° Lo 43° Wet. Avg. 53° Lo 38°	Cloudy with rain possible 51° Lo 36° Wet. Avg. 53° Lo 38°
15	16	17	18	19	20	21
Mostly cloudy, rain possible 51° Lo 40° Wet. Avg. 52° Lo 38°	Mostly cloudy, rain possible 49° Lo 40° Wet. Avg. 52° Lo 38°	Mainly cloudy, rain possible 48° Lo 38° Wet. Avg. 52° Lo 37°	Rain and drizzle possible 51° Lo 40° Wet. Avg. 51° Lo 37°	Cloudy 52° Lo 45° Wet. Avg. 51° Lo 37°	Considerable cloudiness 51° Lo 36° Wet. Avg. 51° Lo 37°	Sun followed by clouds 46° Lo 38° Wet. Avg. 50° Lo 36°
22	23	24	25	26	27	28

**Get free help picking the right health insurance plan for you.**

Seal of the State of Oregon 1859

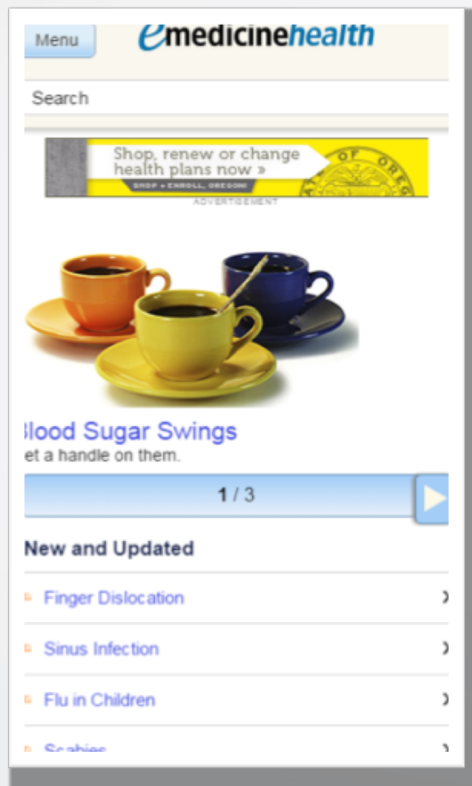


# TABLET SCREENSHOT





# MOBILE – CAMPAIGN SCREENSHOT



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# COUNTY DATA – NOVEMBER TOTALS

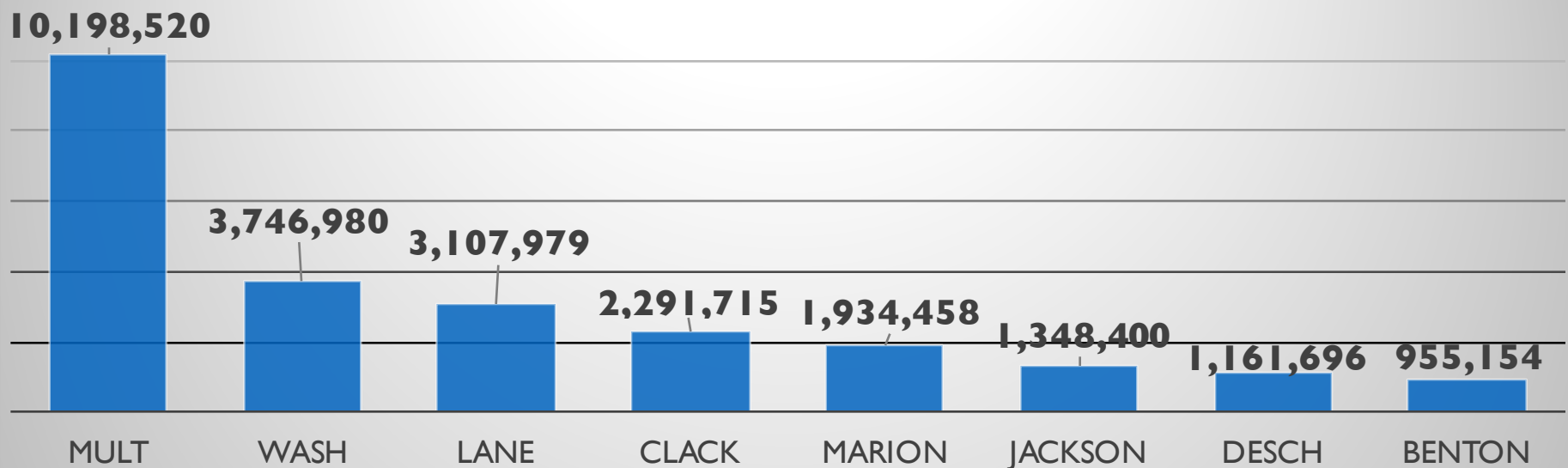
County	Impressions	Clicks	CTR
Undefined & Outliers *	3,693,198	17,932	0.49%
BAKER	50,911	45	0.09%
BENTON	955,154	678	0.07%
CLACKAMAS	2,291,715	2,187	0.10%
CLATSOP	238,844	196	0.08%
COLUMBIA	120,833	97	0.08%
COOS	592,470	465	0.08%
CROOK	172,822	362	0.21%
CURRY	101,413	60	0.06%
DESCHUTES	1,161,696	1,020	0.09%
DOUGLAS	610,009	494	0.08%
GILLIAM	8,238	3	0.04%
GRANT	15,574	13	0.08%
HARNEY	4,887	3	0.06%
HOOD RIVER	151,050	98	0.06%
JACKSON	1,348,400	1,175	0.09%
JEFFERSON	82,505	72	0.09%
JOSEPHINE	449,161	381	0.08%
KLAMATH	330,598	382	0.12%
LAKE	40,256	41	0.10%
LANE	3,107,979	3,027	0.10%
LINCOLN	387,292	455	0.12%
LINN	711,966	558	0.08%
MALHEUR	24,179	17	0.07%
MARION	1,934,458	1,991	0.10%
MORROW	64,170	1,382	2.15%
MULTNOMAH	10,198,520	9,450	0.09%
POLK	304,302	278	0.09%
SHERMAN	7,700	4	0.05%
TILLAMOOK	108,461	79	0.07%
UMATILLA	242,725	216	0.09%
UNION	196,194	140	0.07%
WALLOWA	41,213	24	0.06%
WASCO	147,581	154	0.10%
WASHINGTON	3,746,980	3,207	0.09%
WHEELER	5,518	4	0.07%
YAMHILL	528,712	405	0.08%
TOTAL	34,177,684	47,095	0.14%

\*See appendix  
for explanation  
of Unidentified  
and Outliers.



# COUNTY DATA – INSIGHTS

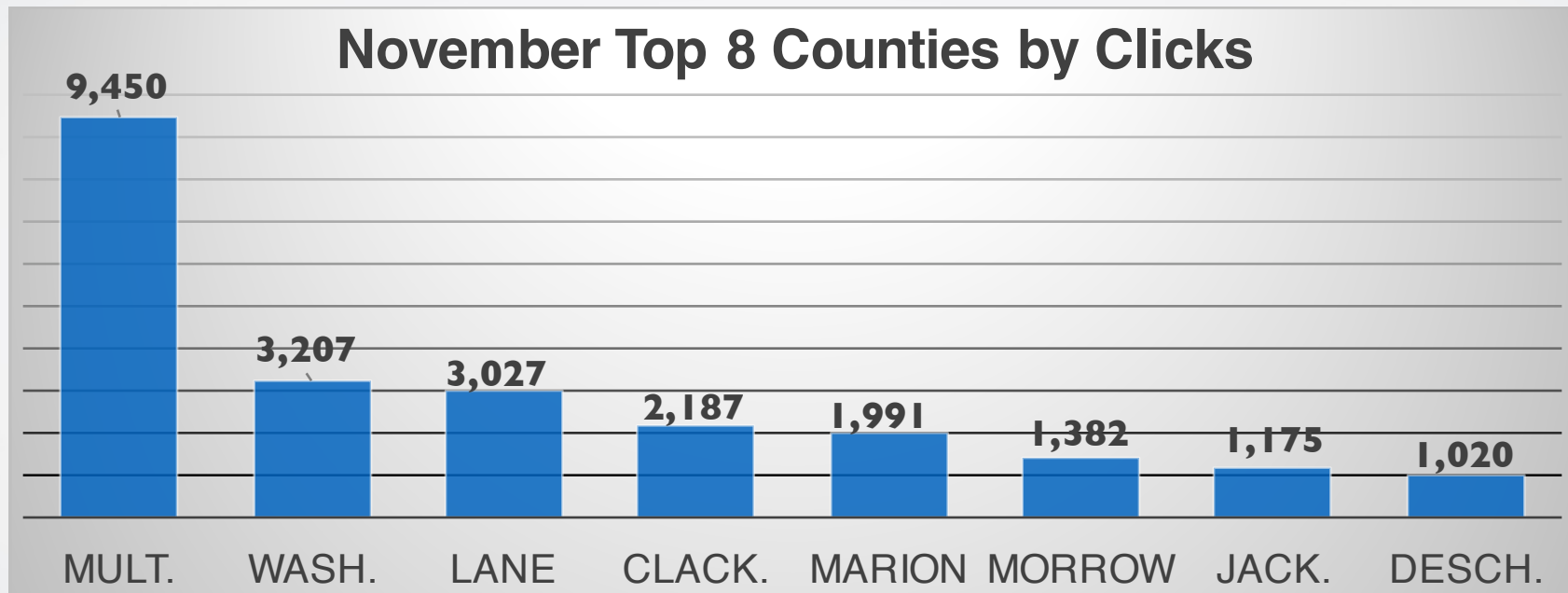
**November Top 8 Counties by Impressions**



- Multnomah county received the highest impressions, which is to be expected as it also has the highest population in the state.
- Washington, Lane and Clackamas counties also logged high impression delivery.



## COUNTY DATA – INSIGHTS



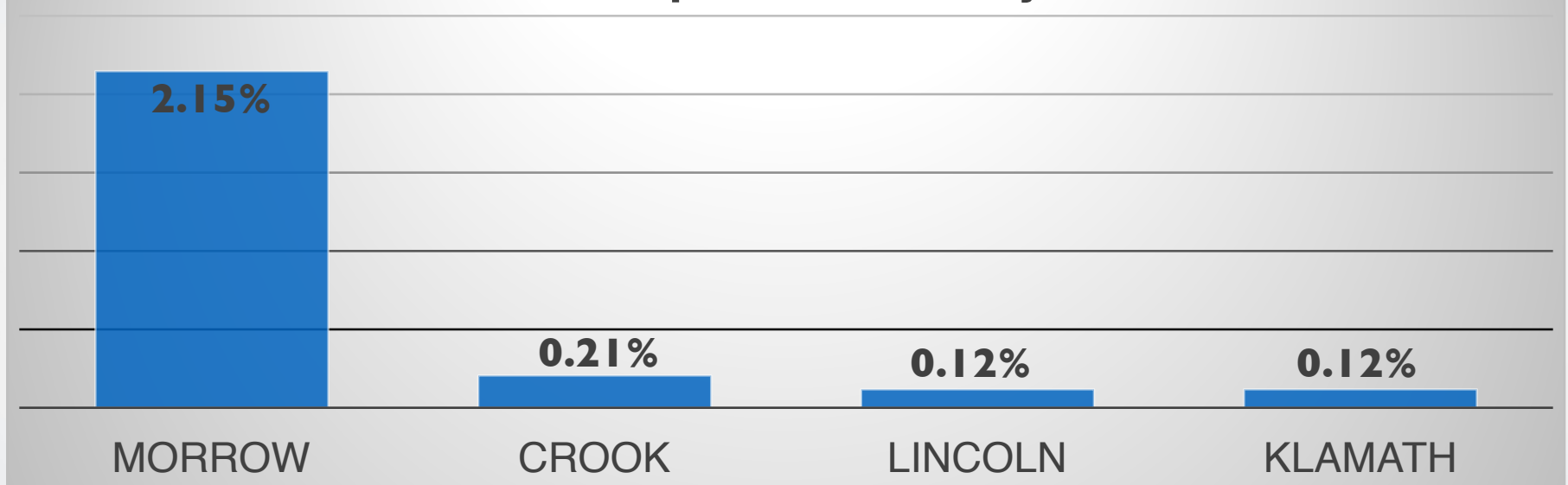
- Multnomah county received the greatest number of clicks, which is to be expected but Washington and Lane county also had high number of clicks.





## COUNTY DATA – INSIGHTS

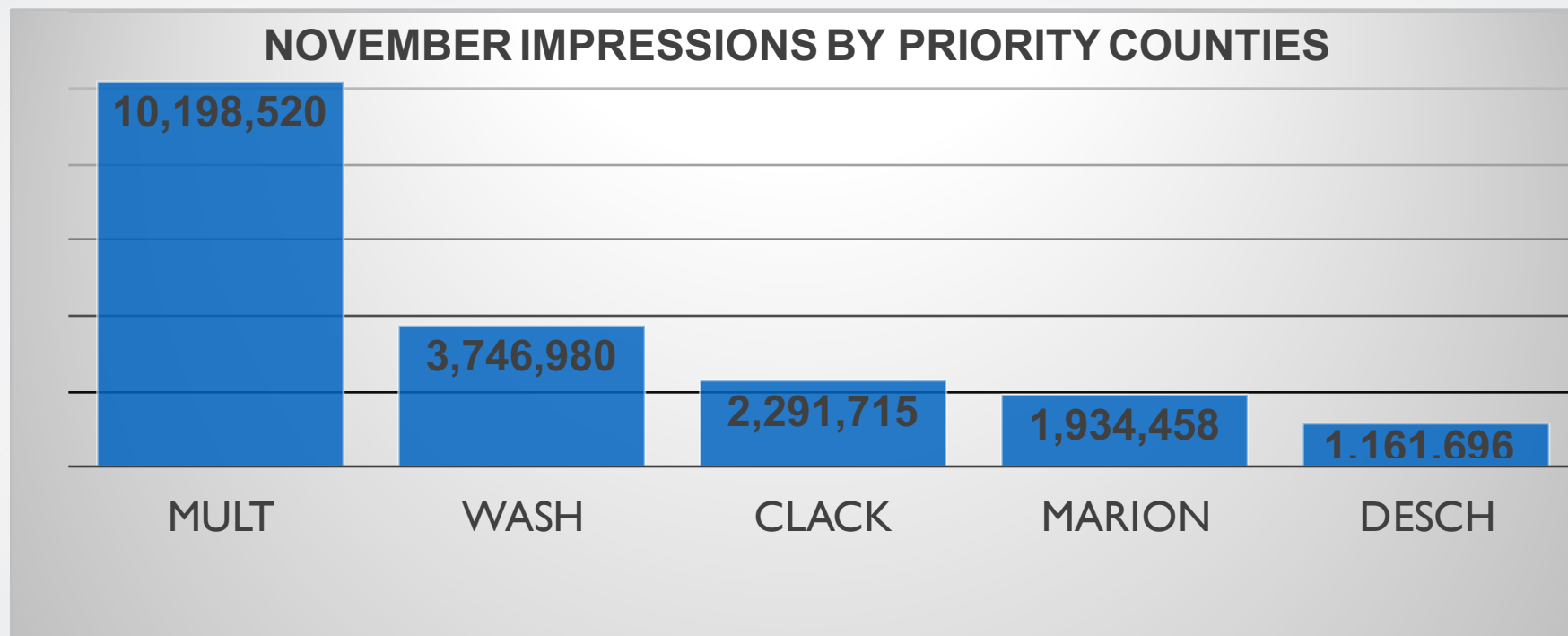
November Top 4 Counties by CTR %



- Morrow logged a higher than average CTR. Demographic composition has been seen as a major factor in click through rates. In this case, Morrow county has a higher than average Hispanic population.



# PRIORITY COUNTIES

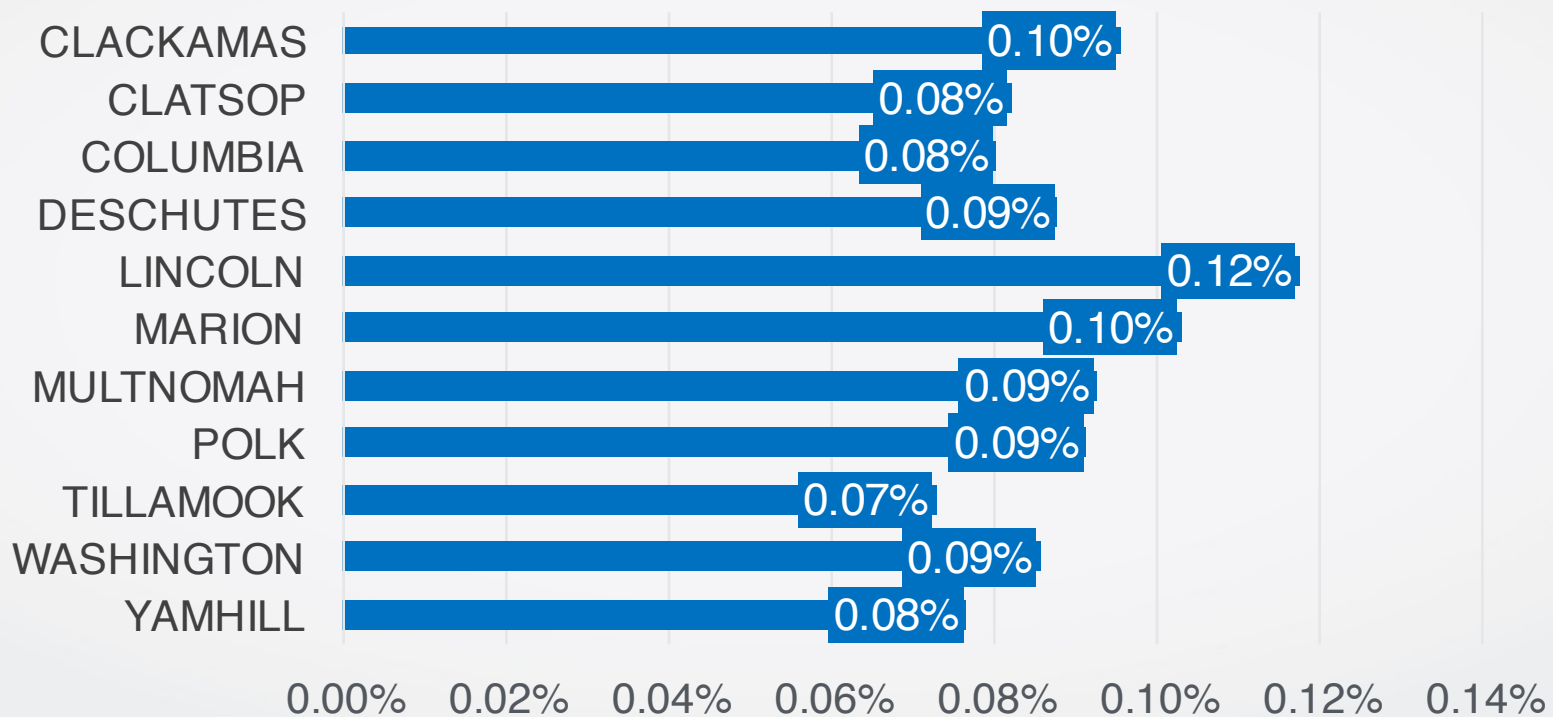


- Marion and Deschutes had a strong showing in overall impressions for November.



# PRIORITY COUNTIES

## NOVEMBER CTR BY PRIORITY COUNTY





# PRINT REPORTING – SPANISH LANGUAGE

- ▶ 9 insertions ran on five Hispanic monthly newspapers to the Spanish-speaking population in Oregon delivering **206,000** impressions:

- ▶ El Hispanic News
- ▶ Revista Caminos
- ▶ Exito Magazine



- ▶ El Latino De Hoy
- ▶ El Centinela





# RADIO REPORTING – SPANISH LANGUAGE

► **1,944** total spots ran in Portland, Salem, Medford, Bend and Dallas  
delivering **3,501,377** total impressions.

<u>Station</u>	<u>Home County</u>	<u>Additional Oregon Coverage</u>
KWIP-AM	Polk	Marion, Linn, Benton, Lincoln
KRDM-AM	Deschutes	Crook, Jefferson
KRTA-AM	Jackson	Josephine, Klamath
KRYP-FM	Multnomah	Washington, Clackamas
KSND-FM	Polk	Lincoln
KZZD-A/F	Marion	Polk
KZZR-FM	Hood River	Wasco, Clackamas
KGDD-A/F	Multnomah	Washington, Clackamas
KWBY-AM	Marion	Yamhill





# RADIO / PRINT REPORTING - RUSSIAN

► **3** print insertions, ran in two Russian language newspapers in Portland:

- Afisha
- Riklama (2)

► **432** total radio spots ran in Portland.

## Station

KOOR-AM

KQRR-AM

## Home County

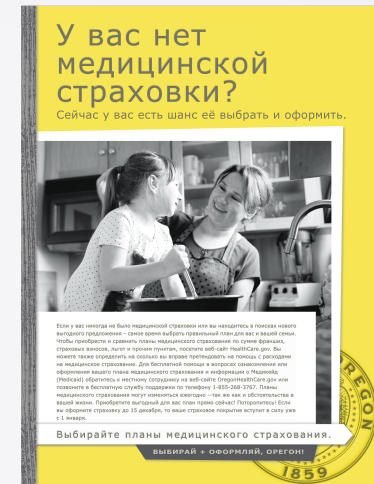
Multnomah

Multnomah

## Additional Oregon Coverage

Washington, Clackamas

Washington





# ADVERTISING

During the month of November the advertising campaign served:

- ▶ **119** messages served for Shop/Enroll/Fit/Subsidy and Deadline  
17 Shop/19 General Enroll/32 Fit/24 Subsidy/27 Deadline
- ▶ **21** messages served for Help
- ▶ **12** messages were served to multicultural audience for Help and Shop  
7 Help/5 Shop

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# CAMPAIGN

► Total impressions for the state of Oregon during the month of November - **42,819,837**

TACTIC	IMPRESSIONS
Display	35,923,292
Pandora Radio	1,159,971
Facebook Direct	490,442
Zip Code – Agent Locator Ad	936,305
Search Engine Marketing	141,385
Radio - Spanish	3,501,377
Radio - Russian	371,065
Print - Spanish	206,000
Print - Russian	90,000
TOTAL	42,819,837





# EARNED MEDIA

Open Enrollment coverage was comprised of **11** pre-enrollment articles in **October** and **39** articles in **November**. This coverage resulted in Earned Media placement delivery of **36,889,279** circulation.

Relevant stories that include campaign messaging, feature an agent or partner, provided the OregonHealthCare.gov link, and/or used a direct lift from the DCBS press release(s)\*.

## What the experts say on buying insurance



Dan Neils of Agape Insurance in Oregon City is, like many of his clients, facing a massive hike in health premiums. (Dave Killen/The Oregonian)

## Navigating the health-insurance marketplace? Help's available

Created on Thursday, 12 November 2015 00:00 | Written by Phil Favorite |

[Tweet](#) [G+](#) [in](#) [Share](#) [Comments](#) [Share](#) [f](#)

Open Enrollment can be 'terrifying,' but grants, subsidies allow for free advice

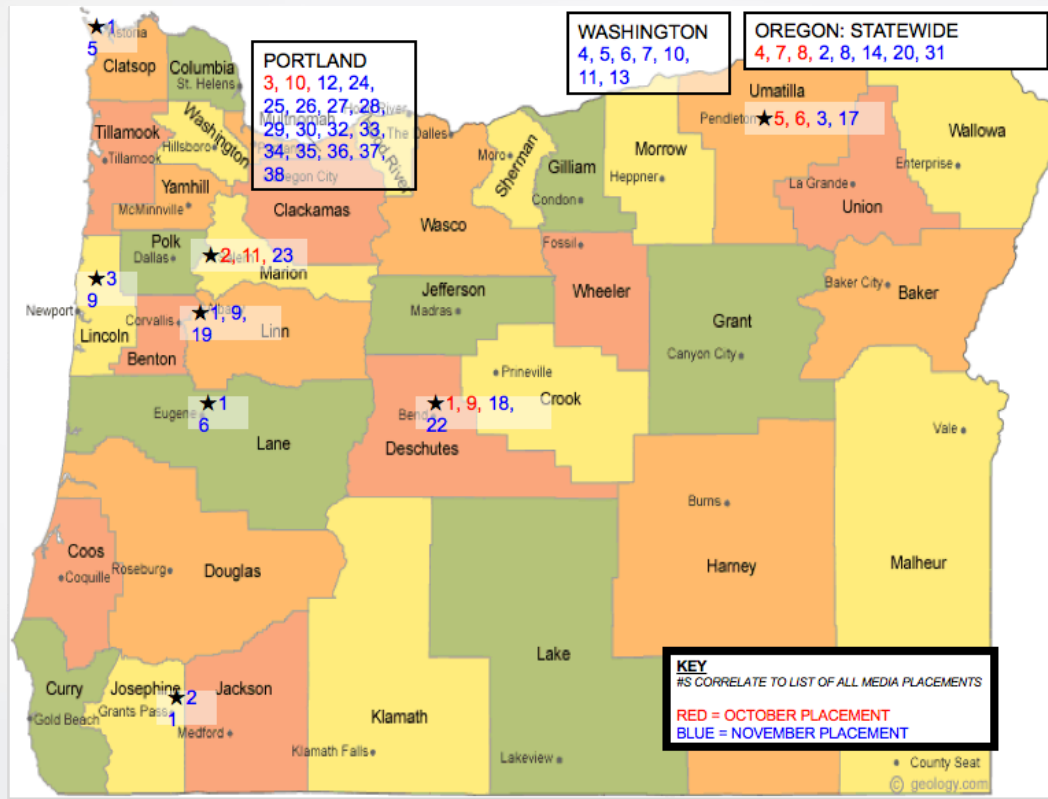


REVIEW PHOTO: VERN UYTENDAE - Victoria Bremley (left) and Peggy Lawson help clients navigate their open enrollment options at The Insurance Store in Lake Oswego.

\*Circulation data c/o Meltwater -- only includes articles in Oregon, Washington or national media.



# OCTOBER AND NOVEMBER EARNED MEDIA MAP





# AGENT STOREFRONT

During the month of November the **24** agents from the Storefront Program

- ▶ The Agent Storefront program provided assistance to **1,094** individual or families, of those **772** enrolled in QHPs
- ▶ There were **13** agent community events for November
- ▶ Prior to open enrollment agent storefronts assisted another 138.
- ▶ **3,210** existing customers or non-storefront walk-ins were assisted
- ▶ **176** existing customers switched from off marketplace to on marketplace

The storefront program has increased business for these agents by 23% (772 new QHPs)

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# OUTREACH

During the month of November **11** promotional partners participated in various marketing efforts.

- ▶ There were **15+** promotional partner events in November
- ▶ There were **107** outreach activities for promotional partners
- ▶ **731** people were assisted by DCBS's **4** community partners
- ▶ The call center handled **451** consumer phone calls, **109** consumer emails, **78** stakeholder calls, **139** stakeholder emails.

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# OUTREACH - MULTICULTURAL

The participation of **7** multicultural advisers provided support for the development of **24** advertising and marketing materials in various languages.

## Brochures, fact sheets and flyers

## Print Ads





## COMING UP IN DECEMBER

In December, we have added the following new items to the plan.

1. Hispanic radio station endorsements and mobile app advertising
2. Digital campaign to target people using computers in libraries across the entire state
3. Video ads on Facebook targeting all current segments

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# APPENDIX

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# COUNTY DATA – What is an “Outlier or Unidentified”?

When platforms operate on different ad serving platforms and use different data providers for their geographic information, geo-related discrepancies are to be expected. If different servers do not use the same method, the same data vendor and the same frequency of geo-data upload, numbers won't match.

## **Method of attaining data, and frequency of updating**

**Location Data:** IP addresses, or user inputs (user-entered information, query parsing or a domain-based method) are the two most common.

**Frequency of data updates:** Some systems refresh daily while others refresh monthly. Whenever there are two conflicting data points for the location, it comes up as “unidentified” because we can’t attribute the location to a specific zip code. (Even when they are both within the state of Oregon)

**Transient:** Mobile traffic between zips – people on the move are harder to pinpoint. Consider if a user travels between counties for work or play, we have a harder time identifying exactly where the impressions was served.

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## COUNTY DATA – CONT.

### **Why is the CTR for Outliers and Unidentified so high?**

Mobile is the hardest to geo-locate and so many mobile impressions have been “bucketed” as outliers or unidentified. Mobile always a stronger CTR performer than desktop, so this contributes to the unusually high CTR for this portion of the impressions delivered.

Also, as each site/network/publisher has their own method of providing and updating geo-data, we may be skewing impressions on a grouping of sites that are providing the highest CTR, but who don't offer a methodology for providing geo data. (which then buckets the impressions as outliers or unidentified.)

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