

Project Summary

Number of people referred to the Marketplace

129,995

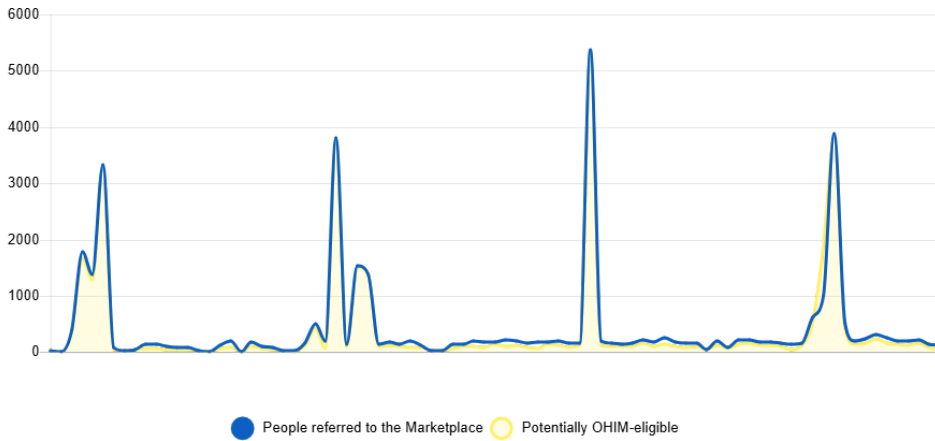
Number of people potentially Marketplace-eligible

107,961

Number of Marketplace transition letters sent

90,655

People Referred to the Marketplace since 4/1/2023



Marketplace Transition letters sent by language

Arabic	43
Chuukese	10
English	82,146
Hmong	1
Korean	22
Marshallese	1
Russian	619
Simplified Chinese	179
Somali	100
Spanish	7,053
Tagalog	4
Traditional Chinese	76
Ukrainian	106
Vietnamese	295

Text message outreach data

77,958

Number of text messages sent

Email outreach data

228,791

Number of emails sent

92%

Percent of emails delivered

53%

Average email open rate

Returned letter data

6,306

Number of returned letters

How are returned letters handled?

When a letter is returned, the Marketplace Transition Help Center attempts to reach the individual by phone no less than three times.

Marketplace Transition Help Center Dashboard

Average daily abandon rate

2%

Average speed of answer (in seconds)

14.8

Average call duration (in minutes)

6.18

Number of outbound calls made

367,202

Help Center daily call volume

