

SEP DM Test Results

2021 Calendar Year Regional Marketing Performance



Testing Program Results

Channel	Test	Description	Result
Direct Mail	"B" Copy Feb	Control: "A" DM Creative Copy Test: "B" DM Creative Test	No statistical significance between enrollment rates from "A" and "B" creatives
Direct Mail	"B" Copy March	Control: "A" DM Creative Copy Test: "B" DM Creative Test	No statistical Significance between enrollment rates from "A" and "B" creatives
Direct Mail	"B" Copy April	Control: "A" DM Creative Copy Test: "B" DM Creative Test	Statistically significant difference between enrollments from the "A" "B" creatives, as well as a 21% higher enrollment rate in "A" Control
Direct Mail	"B" Copy April + March	Control: "A" DM Creative Copy Test: "B" DM Creative Test	No statistical significance between enrollment rates from "A" and "B" creatives
Direct Mail	Former Members vs Prior Leads (PL) & Prospects June	Control: Former Members Test: PL & Prospects	Former Members outperformed PL & Prospects during June 2022 SEP

“A” Creative SEP 2022 Jan

“A” Campaign Performance January

Group	“A”
Enrollment Rate (%)**	0.008%
MCPM (\$)	\$8,297

Results:

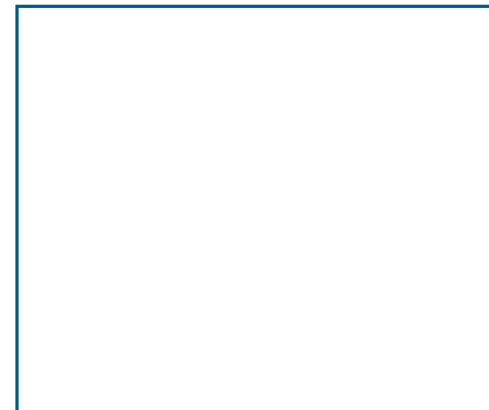
With a mailed quantity of 872,087 individuals and only 72 enrollments, the “A” campaign displayed a poor performance with a low enrollment rate and a high MCPM.

Recommendation:

Given the poor performance of the “Super Light” creative in January, it may be best to hold off on running SEP DM campaigns during early January for the near future.

Will the use of “A” creative increase responses/enrollments for SEP in Jan?

- Design:
 - 100% mailed quantities were “A”
 - Quantities: 872,117
 - Regions: CA, CO, GA, HI, and WA
- Campaign: 2022 SEP January



“Super Light” Campaign

**60-Day Restriction

"A" Vs "B" Creatives SEP 2022 Feb

No Statistical difference between A and B

Group	"A" Control	"B" Test
Enrollment Rate (%)**	0.019%	0.021%
MCPM (\$)	\$2,010	\$1,943

Will the use of "A" creative increase responses/enrollments for SEP in February?

- Design:
 - 75/25 mailed quantities split
 - Control: 1,770,677 | Test: 544,643
 - Regions: CA, CO, GA, HI, and WA
- Campaign: 2022 SEP February

Results:

No Statistical significance, no comparable difference in performance between "A" and "B" test.

Recommendation:

Rerun "B" with more power in future SEP, such as:

- Increasing mailing quantities to the B test
 - 50/50 distribution
- Increase duration of mailing quantities to the B test
 - Feb & March

**Significant difference at $p < 0.1$, **60-Day Restriction*



Control



Test

"A" Vs "B" Creatives SEP 2022 Mar

No Statistical difference between A and B rating

Group	"A" Control	"B" Test
Enrollment Rate (%)	0.014%	0.013%
MCPM (\$)	\$2,592	\$2,873

Will the use of "B" creative increase responses/enrollments for SEP in March?

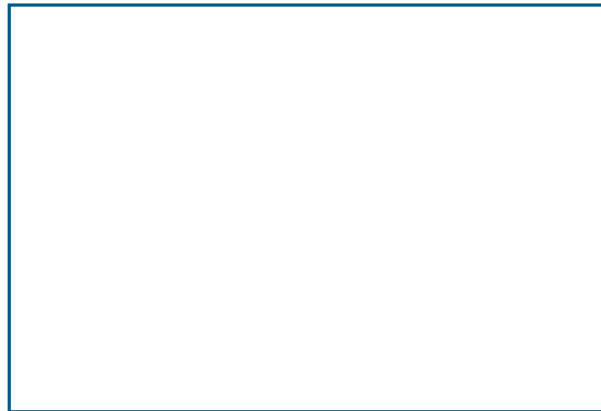
- Design:
 - 50/50 mailed quantities split
 - Control: 2,141,365 | Test: 2,141,342
 - Regions: CA , CO, GA, HI, and WA
- Campaign: 2022 SEP March

Results:

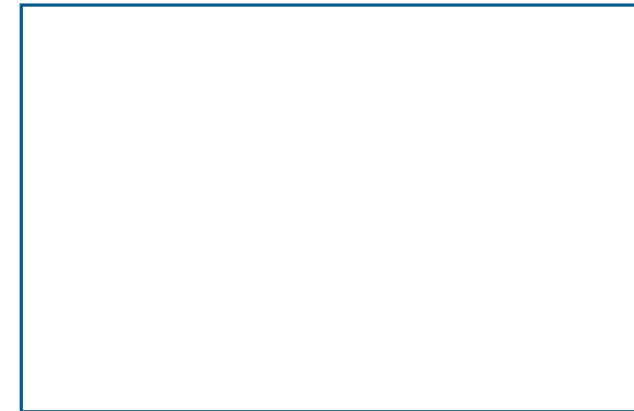
No Statistical significance, no comparable difference in performance between "A" and the "B" test.

Recommendation:

Since there is no statistical difference in the test, it might be best to rerun this test with less power.



Control



Test

*Significant difference at $p < 0.1$, **60-Day Restriction

“A” Vs “B” Creatives SEP 2022 Apr

“A” statically outperforms “B” In April 2022

Group	“A” Control	“B” Test
Enrollment Rate (%)**	0.012%*	0.001%
MCPM (\$)	\$2,987	\$3,902

Will the use of “5-Stars Ratings” creative increase responses/enrollments for SEP in April?

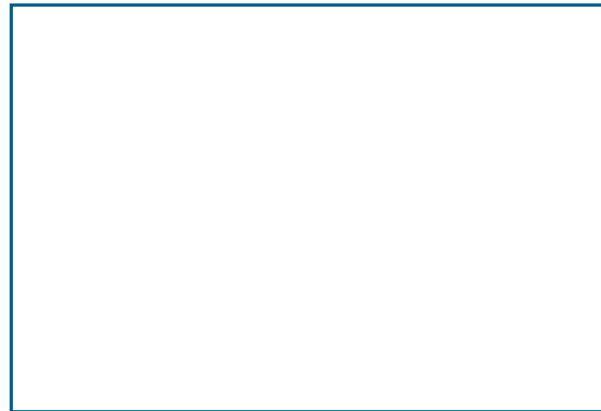
- Design:
 - 50/50 mailed quantities split
 - Control: 2,136,582 | Test: 2,136,912
 - Regions: CA, CO, GA, HI, and WA
- Campaign: 2022 SEP April

Results:

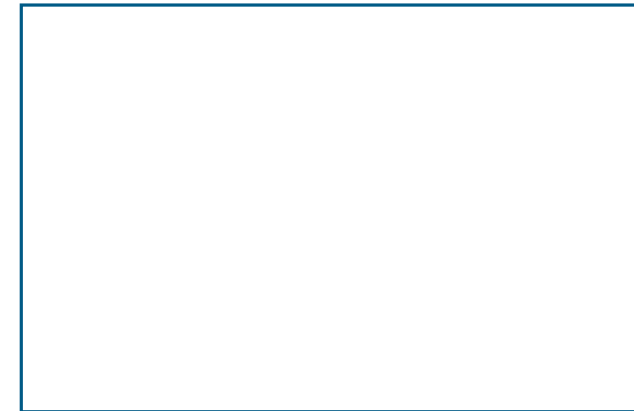
Statistical significance showing “A” outperforming “B” with a **21% higher enrollment rate** as well as a **23% lower MCPM rate**.

Recommendations:

- Drop the “A” creative



Control



Test

**Significant difference at $p < 0.1$, **60-Day Restriction*

“B” Creative Test SEP22 Mar+Apr

“A” SEP DM creative outperforms compared to “B” In March and April 2022

Group	“Value Prop” Control	“5-Star Rating” Test
Enrollment Rate (%)**	0.0181%	0.0179%
MCPM (\$)	\$2,012	\$2,102

Will the use of “B” creative increase responses/enrollments for SEP in March and April?

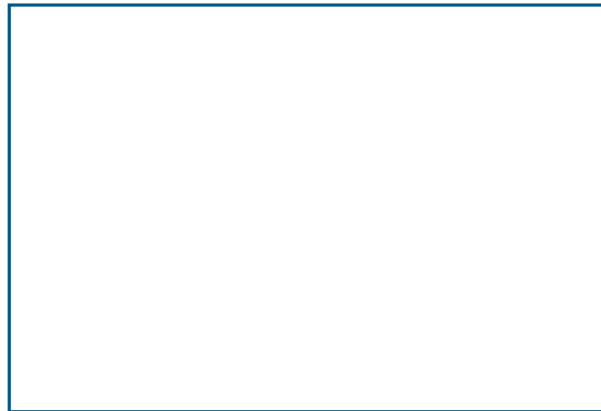
- Design:
 - 50/50 mailed quantities split
 - Control: 4,278,254 | Test: 4,278,254
 - Regions: CA, CO, GA, HI, and WA
- Campaign: 2022 SEP March and April

Results:

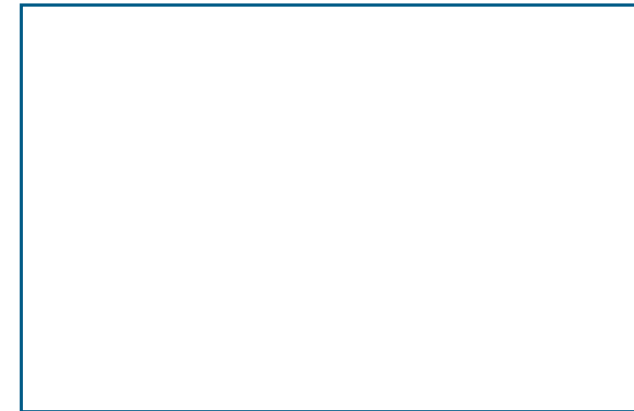
No statistical significance, no comparable difference in performance between “A” and the “B” Test.

Recommendation:

Given the poor performance for “B” in both March and April, with statistical significance in April, we should look into changing the “B” test and running it with lower power, or not run it at all.



Control



Test

**Significant difference at $p < 0.1$, **30-Day Restriction*

"A" Creative SEP 2022 May

"A" Campaign Results

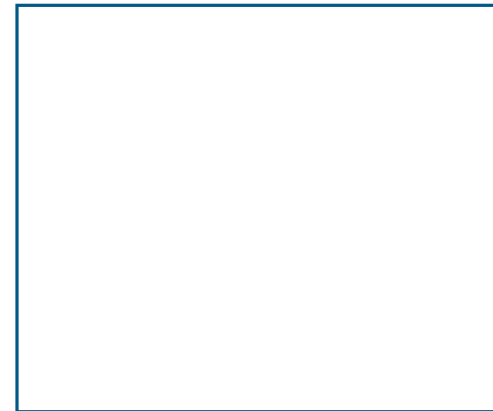
Group	"A"
Enrollment Rate (%)**	0.06%
MCPM (\$)	\$743

Results:

The "A" campaign in May resulted in 356 enrollments out of 593,180 mailed quantities. These results led to a high enrollment rate and a low MCPM.

Will the use of "A" creative increase responses/enrollments for SEP in May?

- Design:
 - 100% mailed quantities were "A"
 - Quantities: 593,180
 - Regions: CA, CO, GA, HI, and WA
- Campaign: 2022 SEP May



"A" Campaign

**60-Day Restriction

Former Members Vs Prior Leads and Prospects SEP 2022 June

Former members outperform PL & Prospects in June 2022

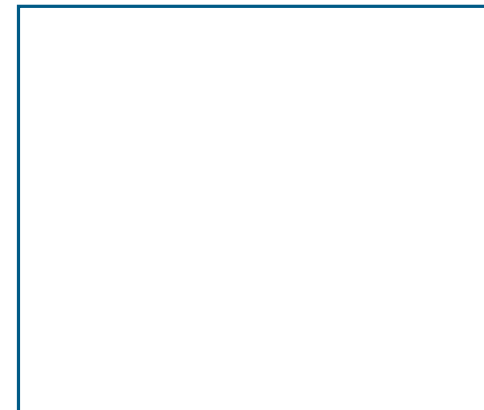
Group	Former Member
Enrollment Rate (%)**	0.08%
MCPM (\$)	\$516

Will the attempt of reaching out to former members outperform prospects and PL during June SEP 2022

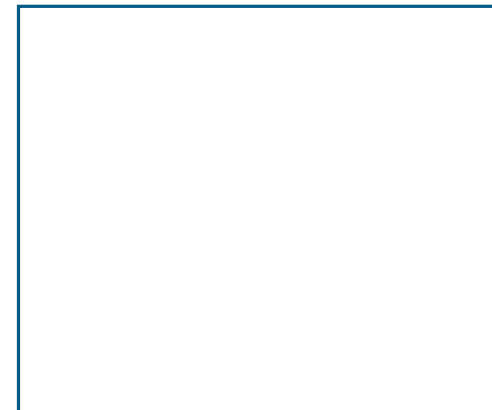
- Former: 596,034 | Prospects & PL: 394,512
 - Regions: CA, CO, GA, HI, and WA
- Campaign: 2022 SEP June

Results:

The former members seemed to have substantially outperformed the non-former members in June. With enrollments being 478 compared to 9, a much higher enrollment rate, and significantly lower MCPM in favor of the Former Member segment of the June drop.



Former Members



PL & Prospects Campaign

***60-Day Restriction*