



Campaign Analysis

31st October 2018

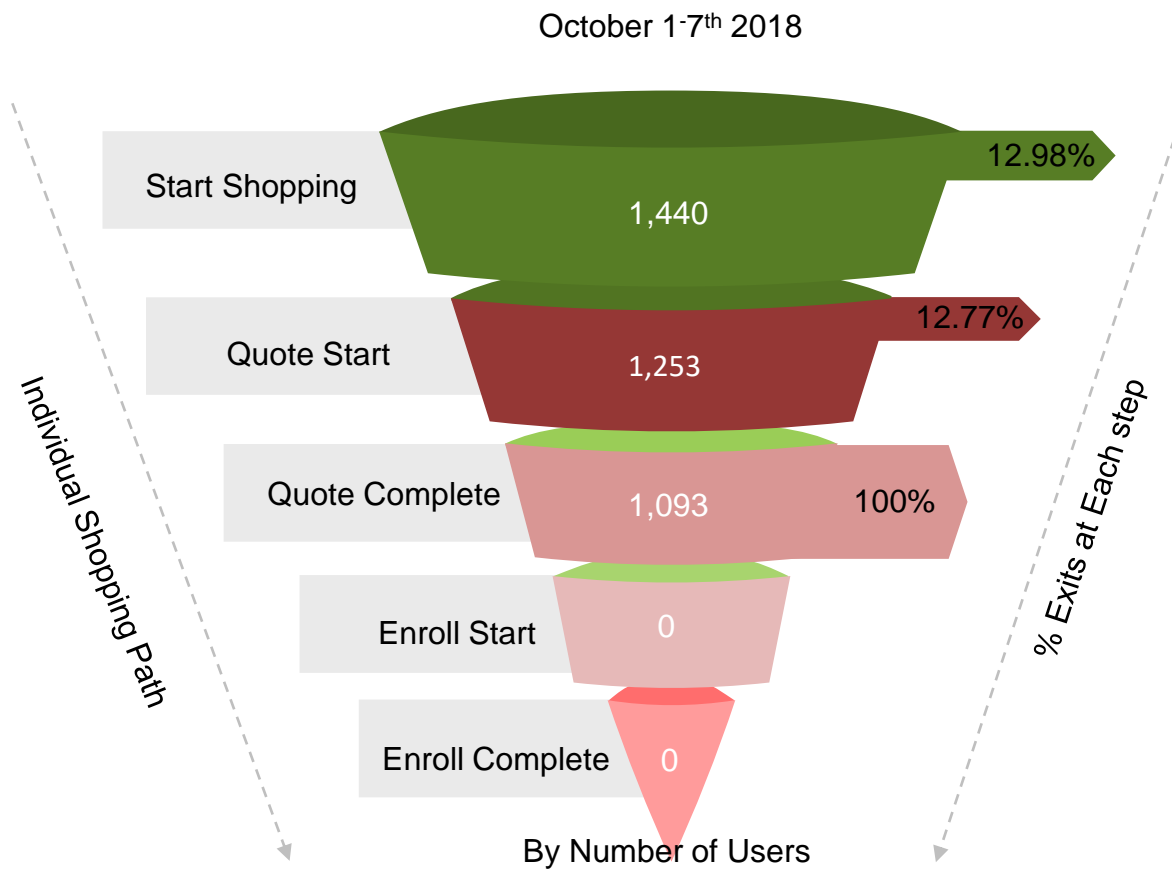
TEG Analytics
AHEAD WITH ANALYTICS

During AEP Challenges



HealthWorks AEP Analysis

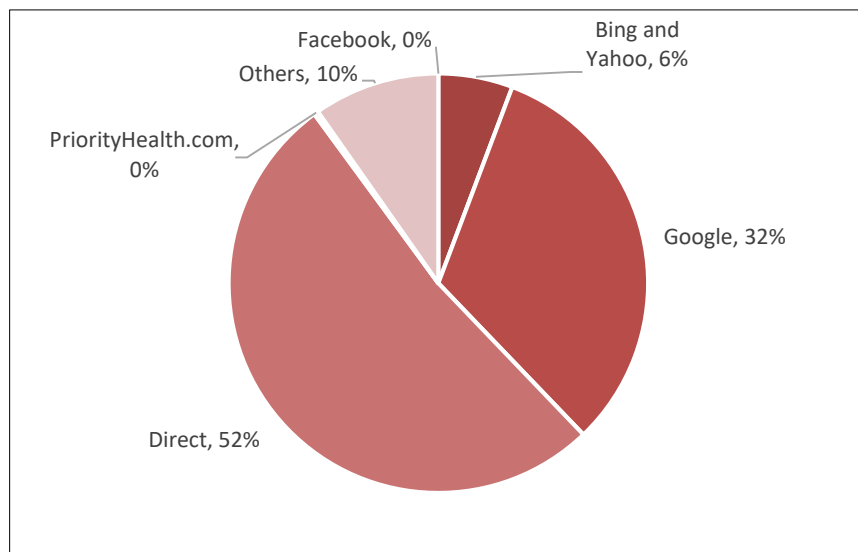
Key Findings



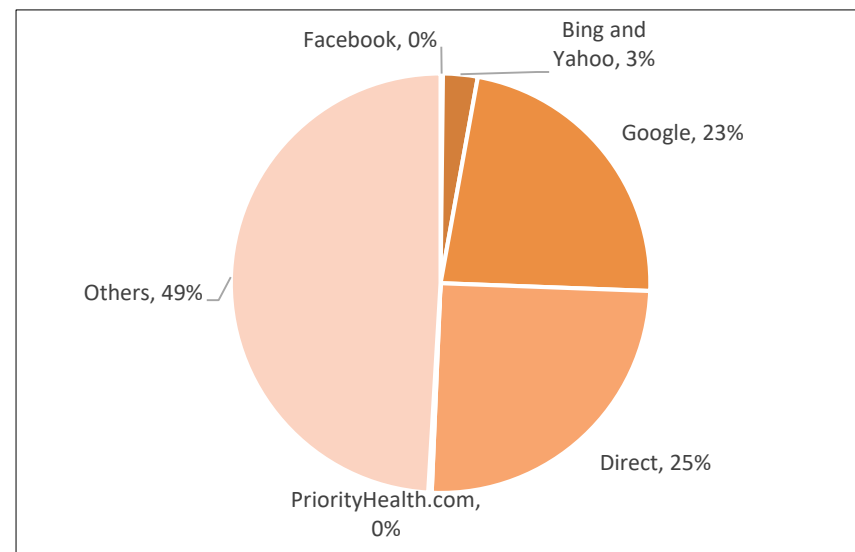
HealthWorks AEP Analysis

Sessions by tactic

- Significant **jump in direct traffic** coinciding with **start of OEP** period. Indicating **brand recognition**.
- **Traffic from Search engines** (Google, Bing) have increased reflecting **increased search engine ads**.



Current Week



Historical

HealthWorks AEP Analysis

Tactics overview and organic traffic

Metrics by Source/Tactics

Channel	Impression	Click Rate	Conversion	Media Cost	Total Spent
Social	NA	NA	NA	NA	NA
Search Ads	8,582	3.60%	309	\$6.99	\$2,161
Display Ads	2,414,842	0.06%	2,391	\$7.57	\$18,111
Email	NA	NA	NA	NA	NA

Inbound Calls

Called	Answered	Closed
55	55	NA

Page Performance

Page	Page Views	Bounce Rate	Avg Session Duration (s)	% Exit
/individual-family-health-insurance	1,440	45.1%	35	12.22%
/individual-family-health-insurance/tell-us	1,253	60.78%	52	12.61%
/individual-family-health-insurance/tell-us/compare-plans	1,093	10.53%	116	21.23%

Metrics by Source

Source	Traffic		Conversions	
	01st – 07th Oct	24th -30th Sep	01st – 07th Oct	24th -30th Sep
Bing	29	36	0	0
Google	327	355	0	0
Yahoo	18	8	0	0
Direct	1,355	776	0	0
Others	684	1,864	0	0

Distribution Of Sessions

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
00:00-04:00							
04:00-08:00							
08:00-12:00							
12:00-16:00							
16:00-20:00							
20:00-24:00							






User Behavior

Audience	01st – 07th Oct	24th -30th Sep
Users	1,774	2,959
New Users	1,477	2,624
Sessions	2,701	3,337
Behavior	01st – 07th Oct	24th -30th Sep
Avg Session Duration (s)	185.6	88.59
Page/Session	1.6	2.8
Event/Session with event	5.1	3.9

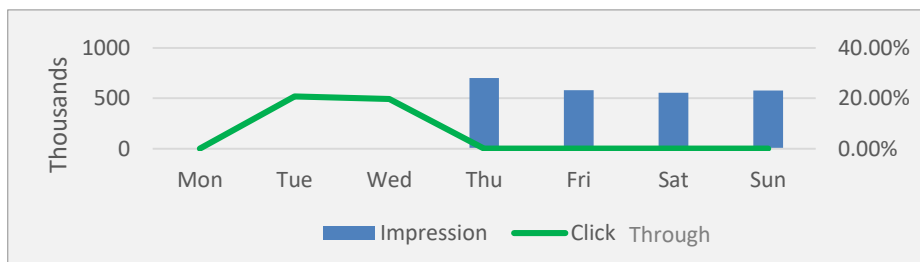
HealthWorks AEP Analysis

Display ads

Overall Display Ads

Spend	Impressions	Clicks	CTR	Cost/Click
 \$ 18,111	 2,414,842	 1506	 0.06%	 \$ 12.03

Impressions vs Clicks



Impressions by Sites



DCM

Sites	Impression	Click Rate	Key Activities	Media Cost
Adaptly, Inc	12	133%	129	0
Cadreon	2,414,830	0.06%	2,262	18,111
Ogury	0	0%	0	0

Top DMA






DMA	Impression	Click Rate	Key Activities	Media Cost
Detroit	1,511,794	0.05%	904	11,338
Grand Rapids/Kalamazoo/Battle Creek	599,029	0.06%	1,201	4,493
Cleveland	109,132	0.03%	41	818
Traverse City/Cadillac	79,091	0.00%	127	593

- **Grand Rapids** is best performing DMA with **highest Click Rates** and **highest Key Activities** per impression
- **ROI** is best for **Grand Rapids** with Highest Media cost to Impression ratio
- **Cadreon** is the **best** performing, generating virtually all the traffic

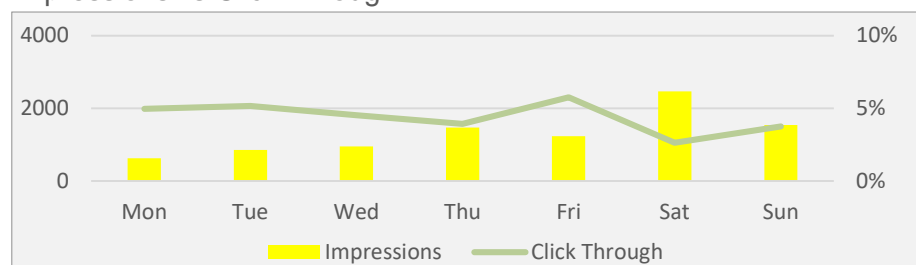
HealthWorks AEP Analysis

Paid search

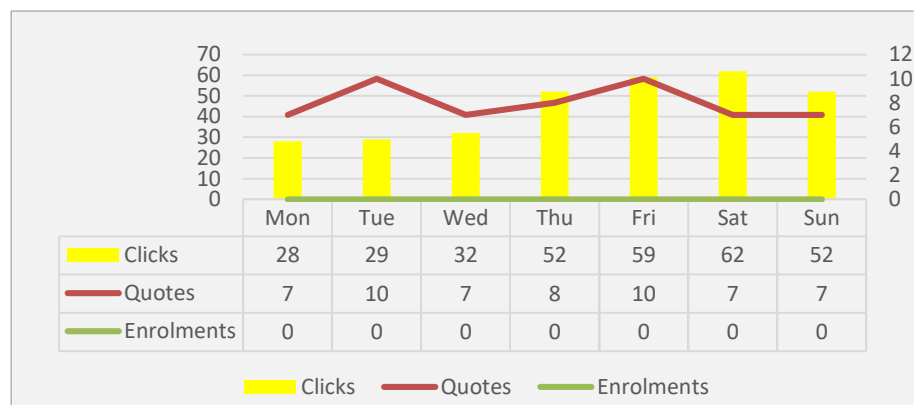
Overall Paid Search Metrics

Spend	Impressions	Clicks	CTR	Cost/Click
 \$ 2,790	 9,142	 370	 4.0%	 \$ 7.5

Impressions vs Click Through



Day-wise trends



Traffic By Source

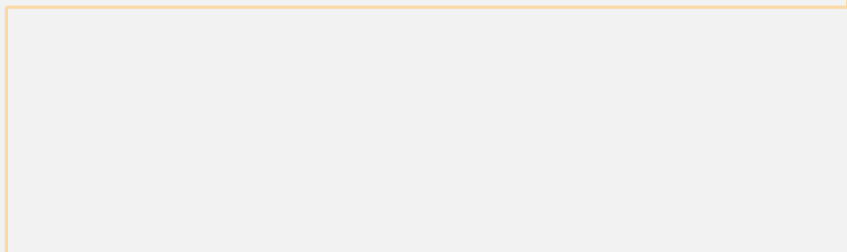
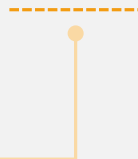
Source	Impression	Click Through Rate
Bing	3,343	4.19%
Google	5,799	3.97%

Top Ad Group

Ad Group	Impressions	Click Thru Rate	Cost
Short Term Insurance - (E)	100	14.00%	\$191
Short Term Insurance - (BMM)	219	9.13%	\$164
Short Term Insurance - (P)	241	9.13%	\$273
Health Insurance - (E)	233	4.72%	\$107
Health Insurance - (P)	7773	3.77%	\$1984

- **Short term ads have higher than average click through indicating high interest.**
- Number of **clicks / Impression** is **declining** through the week.
- **Cost per click** is lower for **Google at \$1.8** as compared to **Bing at \$4.9**

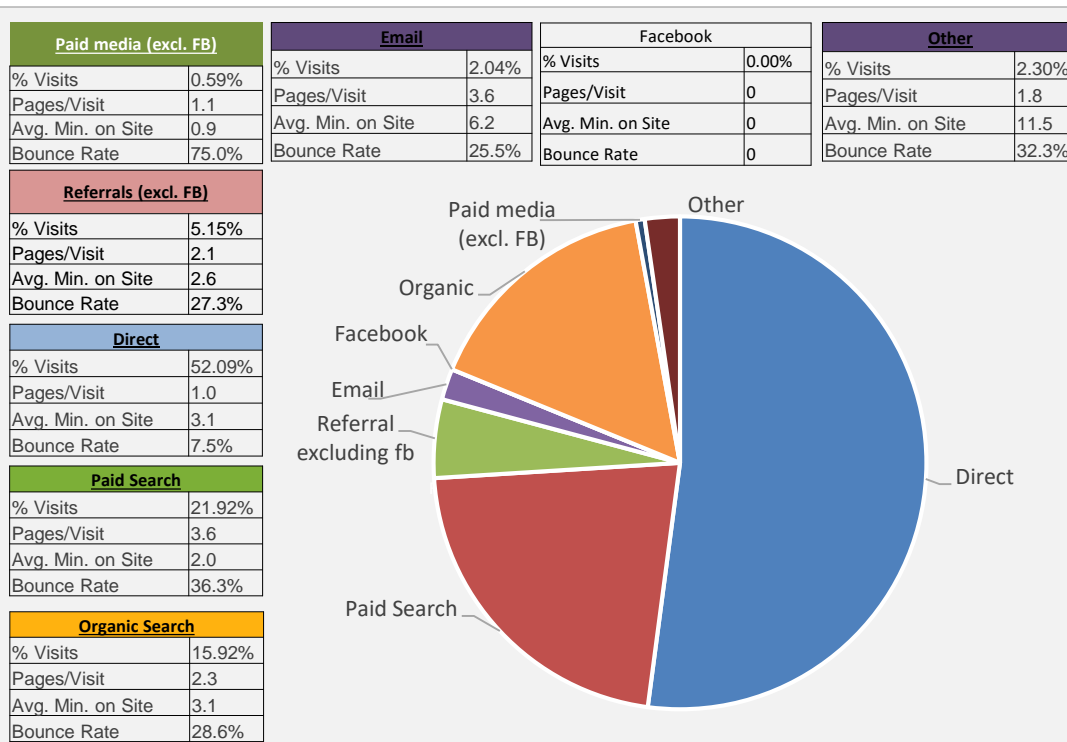
Shopping



HealthWorks AEP Analysis

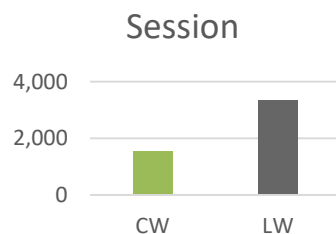
Shopping visits by source

- **High quality Direct Traffic** with extremely low bounce rate and high page visit time.
- **Paid search** has **bounce rate higher** than average, **opportunity** to create more engagement
- **Email** has **Highest engagement** high page visits and time on site.



HealthWorks AEP Analysis

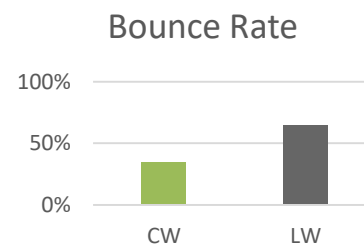
User behavior



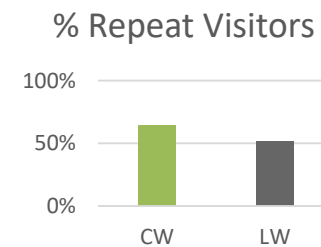
54% Lower



19% Higher



47% Lower



24% Higher

CW – Current Week
LW – Last Week

- **Sessions** are significantly **lower** as compared to last week
- **High Engagement** with increased page views/ visit.
- **Bounce Rate** Significantly **lower** indicating **High Engagement**.