

NETWORK HEALTH

MEDICARE MARKETING

INBOUND PHONE CALLS



..... **INCREASED 41%**
over 2017

DIGITAL MARKETING

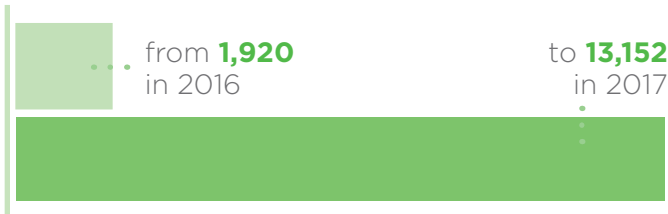
accounted for **82%** of all marketing leads.

Highlights include:

CLICK RATES



INCREASED 585%
over 2017



INTERACTIONS



INCREASED 842%
over 2017

CLICK TO CALL



INCREASED 185%
over 2017

MARKETING RESPONSES



29,000 total marketing responses received

.....
representing a
10% INCREASE over 2017

TV ADVERTISING



Overall, leads from TV **INCREASED 2,400%**
over 2017



Phone calls from TV spots **INCREASED 333%**
over 2017



Digital traffic from TV spots **INCREASED 18%**
over 2017

ENROLLMENT



Online enrollment **INCREASED 394%**
over 2017

