

DIRECT MAIL: STILL THE #1 INFLUENCER OF SENIORS SWITCHING AND CHOOSING MEDICARE PLANS

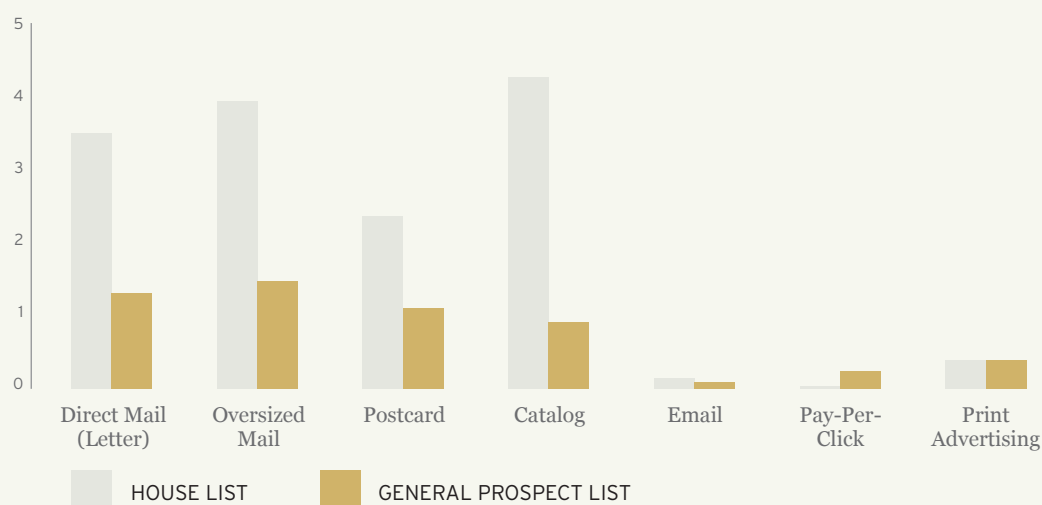
Seniors do research online, but they prefer and respond better to printed materials.



Half of seniors will take the time to read direct mail from insurers. As many as **1 in 4** read mailers even when not shopping for health insurance.¹

SENIORS PREFER PRINTED MATERIALS

(AVERAGE SENIOR RESPONSE RATES FOR ALL CHANNELS)



According to the 2012 Direct Marketing Association Response Rate Report, direct mail provided a higher response rate than any other marketing channel. Despite a 25% drop in overall response rates, from 4.37% in 2003 to 3.40% in 2012, the report shows that for direct mail, the numbers remain strong.

EVEN IF YOU AREN'T SENDING MAIL TO YOUR MEMBERS, YOUR COMPETITION IS.

RETENTION IS AS IMPORTANT AS ACQUISITION

44%

of Medicare beneficiaries cite that promotional materials from competing insurers prompt them to start shopping.

If you are not in communication with your current members, you are leaving a void your competition can and will take advantage of.

DM IS THE **LOW-COST** LEADER FOR ALL CHANNELS

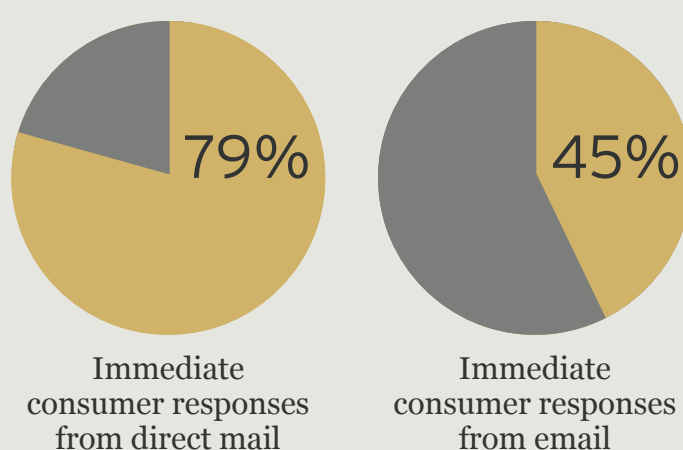
The Print on Demand Institute (PODI) found that DM out-pulled all other channels tested in terms of conversion rates, both for lead-generating “free” offers and one-step “buy now” offers.²

Cost Per Order

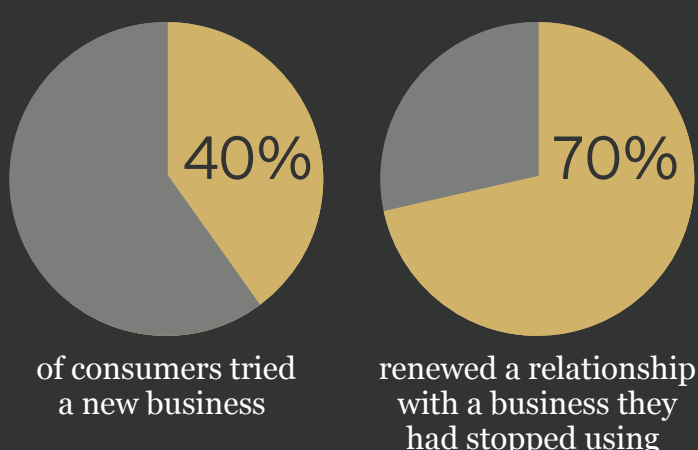
DIRECT MAIL	\$51.40
PAY-PER-CLICK	\$52.80
EMAIL	\$55.24
PRINT ADVERTISING	\$60.50

THE NUMBERS TELL THE STORY: DM WORKS

CHIEF MARKETING OFFICER COUNCIL DIRECT MAIL STATS:



CONSUMER BUSINESS RELATIONSHIPS AFTER RECEIVING DIRECT MAIL:



When asked how they want
TO LEARN ABOUT
MEDICARE INSURANCE OPTIONS,

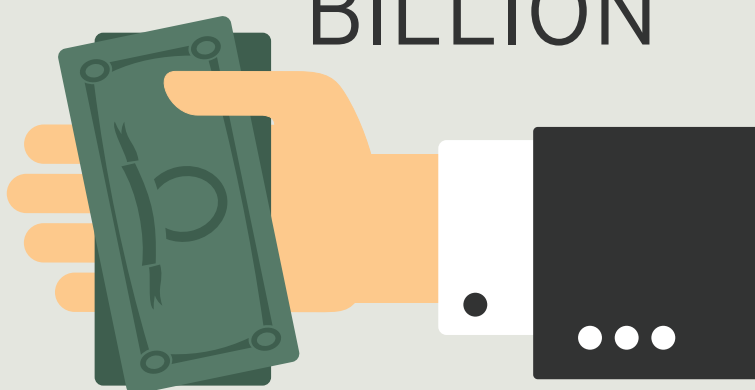
41%

OF AGE-INS
said they prefer mail from their
CURRENT INSURER.¹

DM SPENDING IN
2015 IS FORECAST
TO **INCREASE** TO

\$45.7

BILLION³



BOTTOM LINE:

DM MAKES SENSE FOR MEDICARE MARKETING.

WE KNOW DM AND MEDICARE

Call **312-404-4807** to schedule an appointment
and learn how **KERN** can help you make your
direct mail program shine.

KERNHEALTH
AN OMNICOM AGENCY

1. Deft Research, 2015 Senior Shopping and Switching
2. Online Marketing Institute
3. Statista.com