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

<table>
<thead>
<tr>
<th>Medium</th>
<th>House List</th>
<th>General Prospects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Mail (Letter)</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Oversized Mail</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Postcard</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Catalog</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Pay-Per-Click</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print Advertising</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

GENERAL PROSPECT LIST

(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.

DM SPENDING IN 2015 IS FORECAST TO INCREASE TO $45.7 BILLION

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

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

44% of Medicare beneficiaries cite that promotional materials from competing insurers prompted them to start shopping.

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

DM SPENDING IN 2015 IS FORECAST TO INCREASE TO $45.7 BILLION

When asked how they want to learn about Medicare insurance options, 41% of age-ins said they prefer mail from their current insurer.

THE NUMBERS TELL THE STORY: DM WORKS.

CHIEF MARKETING OFFICER COUNCIL DIRECT MAIL STAT:

45% 79%

of consumers tried a new business.

ineffective insurance messages from direct mail

of consumers tried a new business.

ineffective insurance messages from email

DM MAKES SENSE FOR MEDICARE MARKETING.

BOTTOM LINE: WE KNOW DM AND MEDICARE

Call 888-703-8775 to schedule an appointment and learn how KERN can help you make your direct mail program shine. 

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

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