

# Carrot MarketView™ 2019 AEP Results

How did **80%** of Carrot Health customers **outperform** the competition during 2019 Medicare AEP?

## Precision Marketing for Sustainable Growth

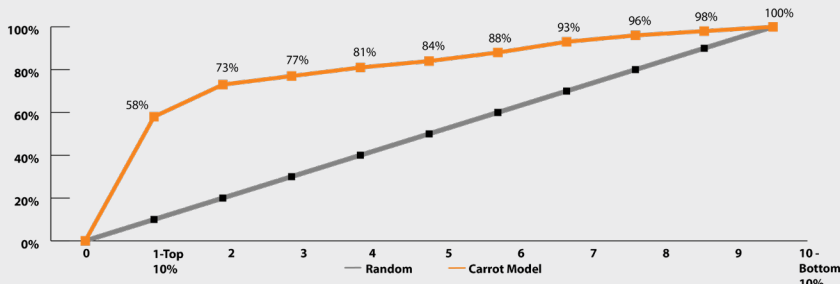
During 2019 AEP, **80%** of Carrot Health customers outperformed the competition, with an average net membership growth of **7.8%** vs. **1.7%** before. Welcome to Precision Marketing, powered by Carrot MarketView™. Now you can use the power of predictive analytics to target exactly the right prospects in your service area—improving your marketing ROI and new member growth.

### 2019 Carrot MarketView™ Results vs. National Models

	Response Rate Lift: Top 3 vs. Bottom 3 Deciles	New AEP Sales Lift: Top 3 vs. Bottom 3 Deciles
<b>Carrot Health Models</b>	<b>4.69%</b>	<b>12.2x</b>
National Models	1.56x	
No Models (Random)	1.00x	1.00x

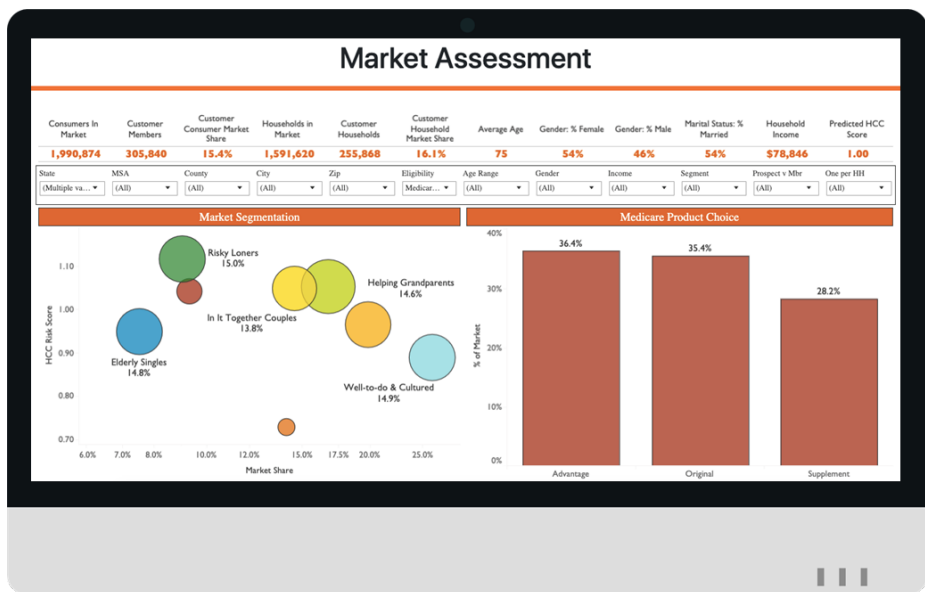
- ✓ Likely2 Be Your Plan Member
- ✓ Likely2 Channel Preference
- ✓ Likely2 Switch Plans
- ✓ Likely2 Loyal Membership
- ✓ Likely2 Plan Type
- ✓ Likely2 Engaged Consumer
- ✓ Likely2 Medicare Advantage
- ✓ Likely2 Age-In vs Late Retire
- ✓ Likely2 Supp Benefits

New AEP Sales by Likely2 Customer Member Model Decile



*73% of new AEP sales came from the top 20% of Carrot Health's predictive model*

## Six Steps for AEP Precision Marketing Powered by Carrot MarketView™



- 1 Define Growth Strategy & Objectives
- 2 Market Segmentation & Identify Best-Fit Customers
- 3 Determine Channel Preferences
- 4 Develop Strategic Messaging
- 5 Monitor & Adjust Campaigns in Real-Time
- 6 Measure Results & ROI

*Gain a deep market understanding through Carrot Health's localized segmentation and market dashboards*

To learn more about Carrot Health:  
Please visit [www.carrothealth.com](http://www.carrothealth.com)  
Or call us at 612-208-1705

