

A background image of a busy city street with many pedestrians walking. The image is slightly blurred and has a warm, orange-toned overlay.

Carrot MarketView™ Consumer-Driven Growth

Carrot MarketView™ Growth

MarketView™ Growth provides unique micro-segments customized for your service area, enabling better prioritization and targeting. With MarketView Growth, you can utilize consumer data and analytics to **optimize new member acquisition and retention** for your health plan.

ENGAGE

Drive the right content to the right member prospects.

Carrot Health models provide a **4.69x** response rate lift from the top 3 to the bottom 3 deciles.

ACQUIRE

Identify prospects who are most likely to join your plan.

73% of MarketView Growth customers' new AEP sales came from the top 2 deciles of our "Likely2 Be Your Member" predictive model.

RETAIN

Target current members who are most likely to terminate or switch.

Our models identify members who are **5x** more likely to disenroll—allowing plans to intercede before it's too late.

GROW

Find best-fit members and generate sustainable growth.

MarketView Growth customers saw an average net member growth of **8.7%**, vs. 1.7% previously—while the competition experienced a net loss of -2.7%.











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
Carrot Health Models	4.69%	12.2x
National Models	1.56x	
No Models (Random)	1.00x	1.00x

Gain a Deep Understanding of Prospects in Your Market

MarketView Growth delivers deep insights that increase engagement, acquisition, and retention. MarketView Growth shows you **localized, custom consumer segments** built from Carrot Health's repository of demographic, psychographic, and social determinants of health data. With this information, your team can drive **micro-targeted campaign design and messaging**.

- ✓ **Inform creative design:** Detailed consumer personas based on 5,000 consumer variables, machine learning, and modeling specific to your market
- ✓ **Refine your marketing approach:** Consumer survey data that shows you the underlying motivations of buyers and switchers
- ✓ **Improve outreach efficiency:** Channel preference data for each individual
- ✓ **Increase campaign performance:** Localized segmentation models that are 30%+ more accurate one-size-fits-all national models

	Healthy & Affluent	Well-to-do & Cultured	Elderly Singles	Helping Grandparents	Underserved High Spenders	Narrow Network Needy	In It Together Couples	Risky Loners
								
	Tom & Kathleen Bridgeport, CT	Mike & Linda Naples, FL	Mary Denver, CO	Larry & Susan El Paso, TX	Bill Las Vegas, NV	Mark & Cheryl Outstate PA	Dorothy Outstate MN	Betty Outstate MS
Market Distribution								
	Healthy & Affluent 2.0%	Well-to-do & Cultured 14.9%	Elderly Singles 14.8%	Helping Grandparents 14.6%	Underserved High Spenders 4.5%	Narrow Network Needy 20.3%	In It Together Couples 13.8%	Risky Loners 15.0%
	Healthy & Affluent	Well-to-do & Cultured	Elderly Singles	Helping Grandparents	Underserved High Spenders	Narrow Network Needy	In It Together Couples	Risky Loners
Age	73.0	75.0	76.3	72.5	74.0	75.8	74.2	75.9
Clinical Risk	Low	Low	Moderate	Moderate	High	High	High	Vey High
Behavioral Risk	Low	Low	Low	Moderate	High	Moderate	Moderate	Moderate
Communication Channel	Email	Email & Phone	Phone, Mail, & Email	Email & Phone	Phone & Mail	Email & Phone	Email & Phone	Phone & Mail
Environmental Risk	Moderate	Moderate	Moderate	Moderate	Moderate	Low	High	High
Hobbies	Wine Appreciation	Theatre/Performing Arts	Sewing	Cars/Car Repair	Cigar Smoking	Gardening	Bird Watching	Casino Gambling
Household Composition	Married	Married	Single	Married, grandchildren i..	Mix	Married	Married	Single
Medicare Advantage Choi..	HMO-POS/PPO	HMO-POS/PPO	HMO-POS	HMO-POS	HMO (narrow)	HMO (narrow)	HMO (narrow)	HMO (narrow)

Automatically Track Marketing Campaign Performance & ROI

Measure campaign performance and efficacy with automated reporting

- ✓ **Analyze ROI:** Evaluate campaign performance in real-time with MarketView™ dashboards and reporting
- ✓ **Enhance your prospecting:** Integrate list generation with CRM data, monthly membership/eligibility files, and other data for more accurate attribution
- ✓ **Generate sustainable growth:** Identify which segments of the population are driving your growth

Dramatic increase in cost-per-lead occurs after the 4th decile of Carrot's model. Improve campaign efficacy with data-driven analysis!

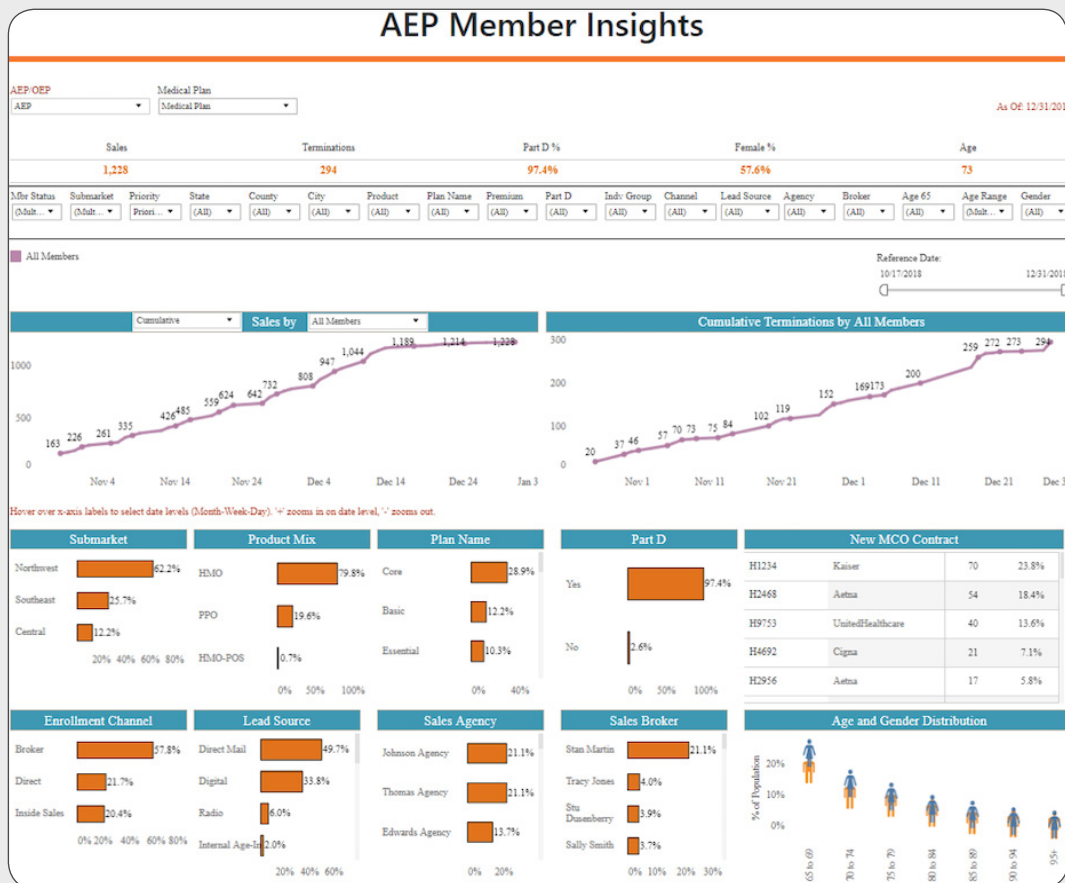
Campaign Metrics								
Simulation Inputs: Response rates represent new leads generated out of the total consumers reached by the campaign, i.e. if only unique households are targeted, all consumers in the household are reached								
Targeting Households vs. Individuals	Targeting Indv: Response Rate	Targeting HH: Response Rate	Lead to Member Conversion Rate	Cost per Target	New Member Goal		Campaign Contribution to Goal	
Individuals	1.50%	1.10%	30.0%	\$750	5,000		50%	
Campaign Details				Campaign Breakdown				
Targeted Consumers	1,990,874							
Consumer Reach	1,990,874		Consumer Reach	Cost of Campaign	Leads Generated by Campaign	Leads Generated by Campaign: % of Total	Leads / Targeted Consumers %	Cost per Lead
Household Reach	1,591,620							
Cost of Campaign	\$14,931,555	1-top 10%	198,209	\$1,486,568	16,501	55.38%	8.33%	\$90.09
Leads Generated by Campaign	29,794	2	198,366	\$1,487,745	6,249	20.97%	3.15%	\$238.10
Leads / Targeted Consumers %	1.50%	3	198,591	\$1,489,433	3,217	10.80%	1.62%	\$462.96
Cost per Lead	\$501.16	4	199,514	\$1,496,355	1,855	6.23%	0.93%	\$806.45
New Members Generated by Campaign	8,938	5	198,844	\$1,491,330	1,014	3.40%	0.51%	\$1,470.59
New Members / Leads %	30.00%	6	199,563	\$1,496,723	479	1.61%	0.24%	\$3,125.00
New Members / Targeted Consumers %	0.45%	7	199,748	\$1,498,110	180	0.60%	0.09%	\$8,333.33
Cost per New Member	\$1,670.54	8	199,462	\$1,495,965	150	0.50%	0.08%	\$10,000.00
Campaign New Member Goal	2,500	9	199,131	\$1,493,483	119	0.40%	0.06%	\$12,500.00
Performance Relative to Goal	6,438	10-bottom 10%	199,446	\$1,495,845	30	0.10%	0.02%	\$50,000.00



New Membership Reporting and Retention

As prospects convert to new members, refine your campaign strategy based on dashboards that highlight sales performance, channel distribution, membership by sub-market, and product mix.

- ✓ **Optimize sales channels:** Quickly assess where new members are coming from
- ✓ **Analyze campaign results:** Evaluate growth trajectory through overall product sales and terminations
- ✓ **Refine your strategy:** Identify insights based on product-mix, sub-markets, demographics, and channel distribution



To learn more about Carrot Health:
Please visit www.carrothealth.com
Or call us at 612-208-1705

