

RFP 2021-03 California's Individual Market

Questions & Answers

<p>1. How many years of data will be made available for analysis?</p>	<p>CC has collected data as far back as July 2016. We do not have QHP data at this time and will need to contact them to request. We need to understand what level of data the selected Contractor will need to obtain the appropriate information needed. With multiple parties involved, we may not get consistent data across all organizations. Another option to consider is using 3rd party media marketplace researcher, Kantar, to obtain QHP spend.</p>
<p>2. What types of data are available for analysis? This may include media spend by channel/campaign, impressions by channel/campaign, share of voice, social engagement/interaction, brand tracking, consumer insights, and competitive media spend, etc.</p>	<p>We have media spend and impressions at the weekly level by channel as far back as July 2016 (CC to do a data pull via MMM). Channels include: TV, Radio, Print, OOH, Digital, Social, Search and Direct Mail broken down by language by campaign.</p> <p>We do not have this level of QHP data and will work with them to provide.</p> <p>Another option is to use Kantar public data.</p>
<p>3. What is the frequency of data available by data type?</p>	<p>See response to question #2.</p> <p>CC has media data on a weekly basis, however Kantar is on a campaign level.</p>
<p>4. How many agency partners will we be expected to source data from?</p>	<p>We have 11 partner health plans.</p>
<p>5. Who are the stakeholders and end-users, and how often will they be using the results?</p>	<p>CC and QHPs, annually.</p>
<p>6. Is competitive marketing activity impact on CC considered in scope (part of expectations) or out of scope?</p>	<p>We do not deem QHPs as competitors. It would be out of scope since we do not have true competitors.</p>

RFP 2021-03 California's Individual Market

Questions & Answers

<p>7. Does assessment of advertising strategies include creative evaluation and message testing?</p>	<p>Not at this time, but we could ask MMM contractor to see if there is a lift when QHPs are advertising and the impact/value is to CC.</p>
<p>8. Is the expectation that these insights will derive from primary research or an analysis of secondary research?</p>	<p>We expect insights to be derived from data provided by CC or QHPs. Or, if consistent data is not provided across the board, a research source may be needed, such as Kantar.</p>
<p>9. Is the primary research being requested among consumers, internal stakeholders, or marketing partners?</p>	<p>See answer to #8.</p>
<p>10. Who are the target audience that CC would like vendors to focus on?</p>	<p>We do not have the level of data broken out by demographic but will give target audience parameters: ages 26-64, \$25K+ HH income. Our target is CA residents who are considered lawfully present, the uninsured, and those insured off-exchange (people insured outside of CC but not through employer, Medi-Cal or Medicare) or those experiencing qualifying life events and need coverage as a result (e.g. loss of employer coverage, marriage, new child, moving). However, data will not be broken out to this level.</p>
<p>11. Is the target audience only residents of CA or those who qualify for open enrollment?</p>	<p>See answer to #11.</p>
<p>12. Would you be targeting audiences that currently do not have insurance from their employers?</p>	<p>See answer to #11.</p>
<p>13. Will Covered California be providing information around who is eligible for subsidies and the process required for an individual to receive for subsidies?</p>	<p>Yes, we can provide that data if helpful.</p>
<p>14. Will you be providing the current marketing strategies and spends for the QHP's?</p>	<p>Yes, we would need to align on data metrics with QHPs that would be needed to fall under marketing strategies for OE22.</p>

RFP 2021-03 California's Individual Market

Questions & Answers

15. Would Covered California provide the historical spends for other insurance companies?	See answer to #1. Note: we cannot provide data for insurance companies outside of CC partnership.
16. Will CC need individual QHP analysis on their marketing spend or just a group analysis?	Ideally both.
17. What are the KPIs you would look to track?	Primary KPI is enrollment rate, secondary KPIs are website traffic, search volume, call volume, social mentions, etc. This report, however, would likely be focused on lifts around enrollments primarily (secondary being search, website visits, calls, etc.).
18. Can you please explain what success would look like with the tool?	Our ability to implement optimal marketing spend by CC and QHPs, as well as link any potential correlations between CC and QHP marketing spends and KPIs.