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)

Chart categories: Direct Mail (Letter), Oversized Mail, Postcard, Catalog, Email, Pay-Per-Click, Print Advertising

Legend: HOUSE LIST | GENERAL PROSPECT LIST

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.

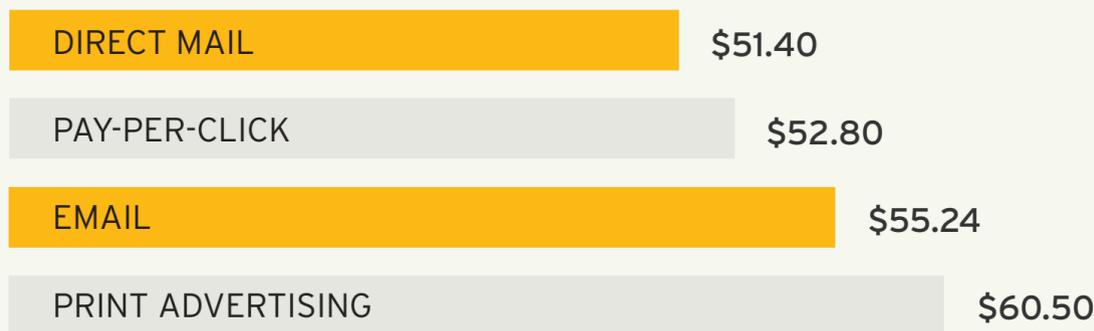### RETENTION IS AS IMPORTANT AS ACQUISITION

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. }
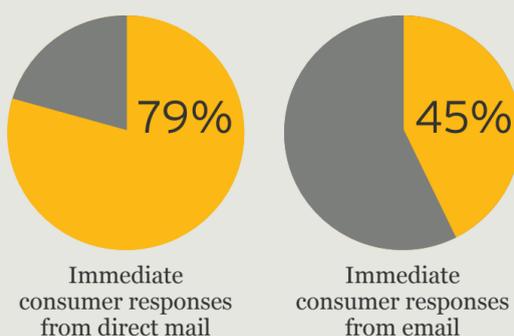
DM IS THE LOW-COST LEADER FOR ALL CHANNELS.

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]
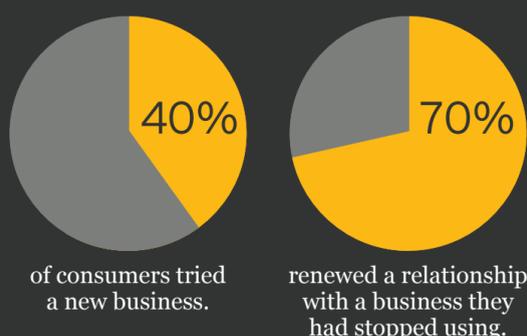
Cost Per Order

Channel	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:

79% Immediate consumer responses from direct mail

45% Immediate consumer responses from email

CONSUMER BUSINESS RELATIONSHIPS AFTER RECEIVING DIRECT MAIL:

40% of consumers tried a new business.

70% renewed a relationship with a business they had stopped using.

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 BILLION[3]

BOTTOM LINE:
DM MAKES SENSE FOR MEDICARE MARKETING.

WE KNOW DM AND MEDICARE

Call 818-703-8775 to schedule an appointment and learn how KERN can help you make your direct mail program shine.

K KERN HEALTH

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