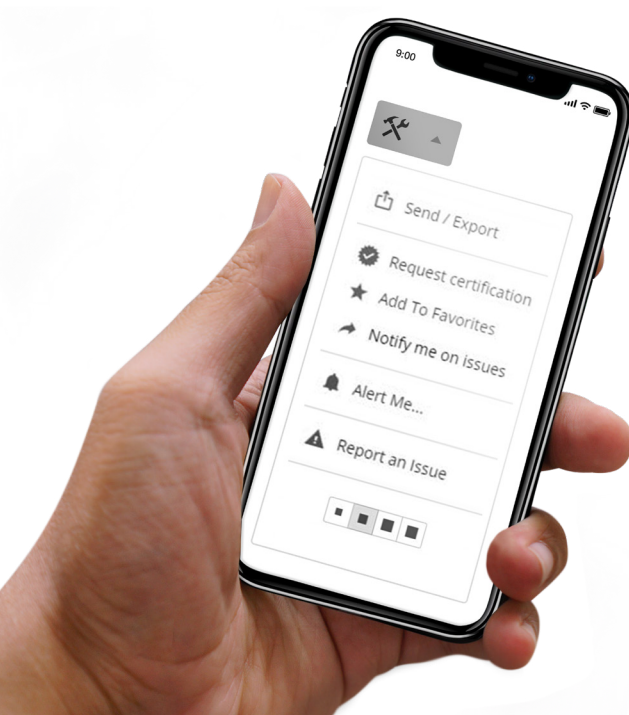
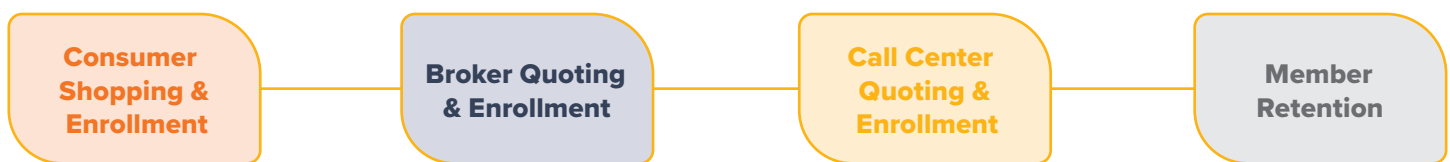


Connecture Insights

Business Intelligence Tool with Insights into Medicare Channel Behavior

Google Analytics and transactional data from the Connecture data warehouse come together in one reporting and analytics tool. Identify user trends, track marketing and campaign performance and measure channel distribution performance.

Gain Insights into Activity with all Connecture Solutions



Analytical and Technical Capabilities

- See daily updates on enrollment trends
- Sort and filter anytime without programming or database experts
- Measure campaign effectiveness
- Track ROI

Advanced Dashboard Reports

Includes all available reports on the following page, plus:

- Behavioral Analytics
- Transactional Analytics (Enrollment)
- Customer Population Analytics
- Marketing & Sales Performance
- Quoting & Shopping Optimization

Available Reports

- ☑ Traffic Breakdown by Session
- ☑ Traffic by Type (Trended)
- ☑ Traffic by Device (Trended)
- ☑ Average Time per Session by Device
- ☑ Average Pages per Session by Device
- ☑ Average Sessions per User
- ☑ Bounce Rate by Device
- ☑ Conversion Rate, Overall
- ☑ Conversion Rates, Trended
- ☑ Adjusted Conversion Rate
- ☑ Top Exit Pages
- ☑ AEP Complete Enrollments YoY
- ☑ Completed Enrollments by Plan Type
- ☑ AEP Total Enrollments, Completed or Partial
- ☑ Top 15 Plans Completed Enrollments
- ☑ AEP Total Completed
- ☑ Completed Enrollments by Plan Type
- ☑ Total Enrollments by Plan Type Trended
- ☑ Completed Enrollments by Plan Sub Type
- ☑ Completed Enrollments by Market Segment
- ☑ Platform User Flow
- ☑ Guided Help User Demographics
- ☑ Sessions and Bounce Rate by Source
- ☑ Enrollment by State
- ☑ Conversion by Source
- ☑ Campaign Performance
- ☑ Top Plans Sold
- ☑ Top Brokers/Agents
- ☑ Enrollments by Plan Type
- ☑ Year-over-year Comparisons
- ☑ User Segments by Transaction Value
- ☑ Revenue by Plan Type & User Segment
- ☑ Revenue and Transactions by Medium
- ☑ Revenue by State



About Connecture

Connecture offers the most widely adopted Medicare shopping and enrollment solution, providing millions of consumers every year with a simple digital experience for finding their best fit plans. With unique drug-pricing capabilities, Connecture arms consumers with reliable and time-tested out-of-pocket cost estimates to support better decision-making. Connecture's multi-channel automation saves consumers, carriers, brokers and call centers time navigating Medicare complexities, improving member satisfaction and retention.

Connecture has been delivering compliant solutions for 20 years. Supporting 9 of the 10 top U.S. health insurance carriers, more than 30 national and regional FMOs, and with 4,450 plans on our platform, Connecture processed more than 791,000 Medicare and Medicare Supplement enrollments in the past year. Our regular consumer market surveys from more than 12,000 respondents affords unique insights on consumer shopping and enrollment behavior, driving innovation in research and development.

Contact Us

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