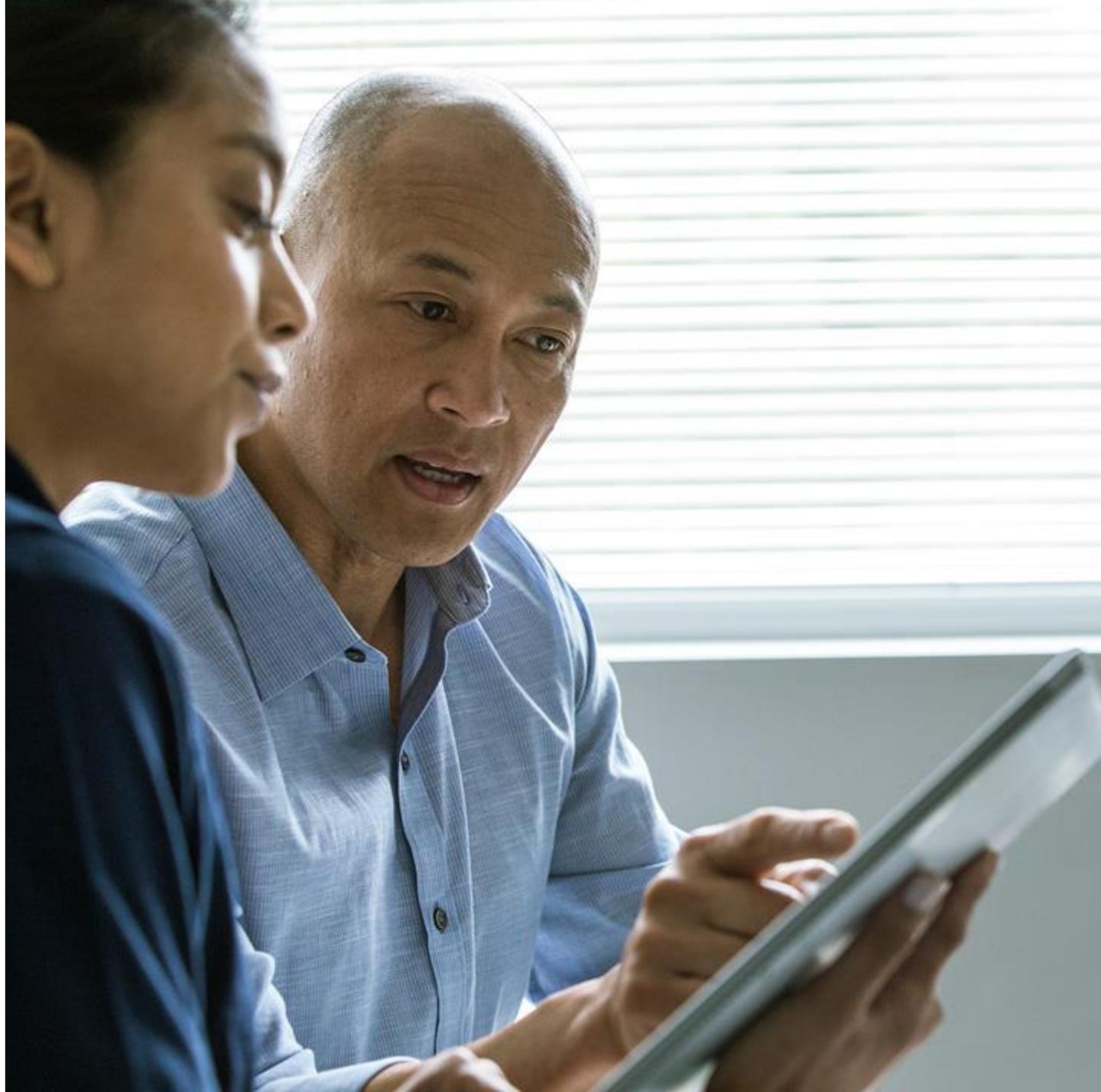


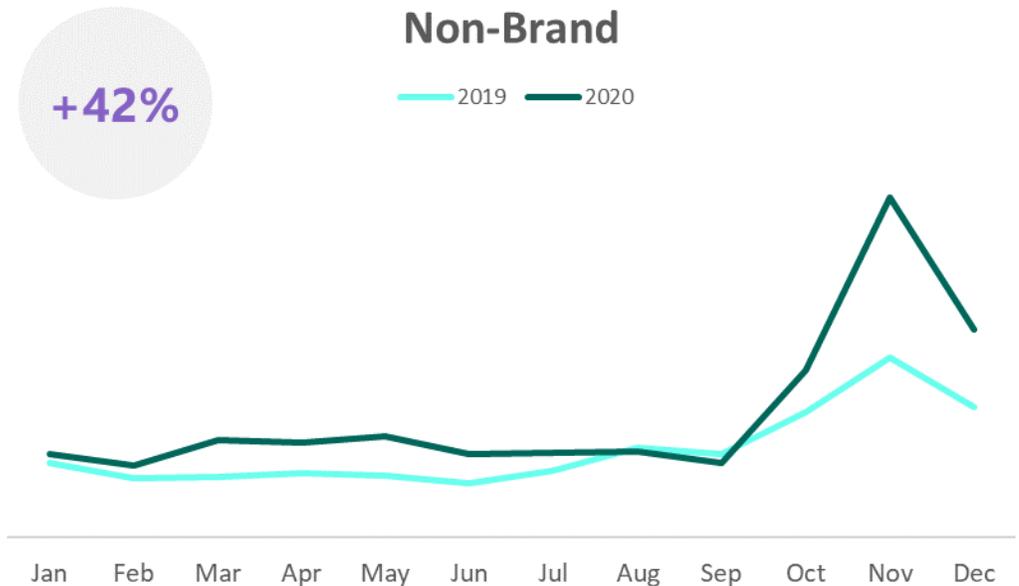
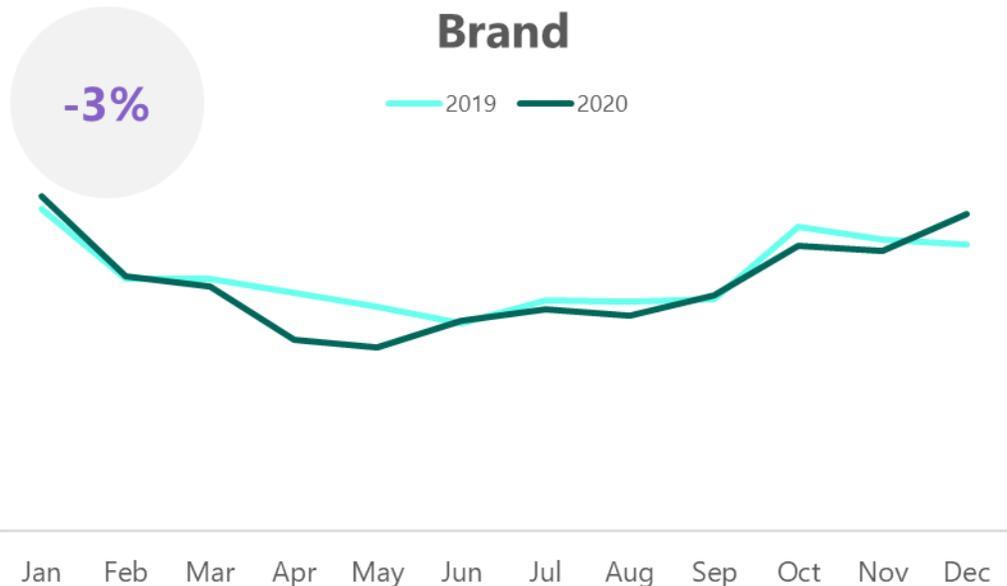


# Microsoft Advertising Insights A first glance lookback at the Annual Enrollment Period (AEP) 2020

Microsoft Advertising. Intelligent connections.



# Health Insurance searches grew by 17% in 2020 and growth was driven largely by non-brand searches during the AEP season



**AEP Changes**

**Volume: -0.2%** ↓

**Coverage: -0.4%** ↓

**Density: -0.1%** ↓

Competition during AEP, as measured by ad-density, was **down** for both brand and non-brand searches.

**AEP Changes**

**Volume: +64.9%** ↑

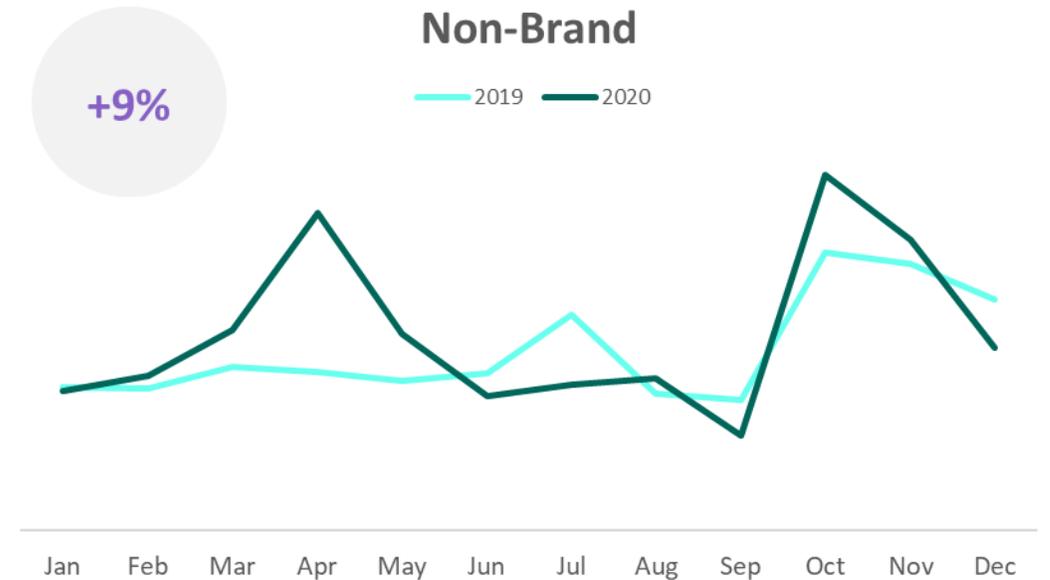
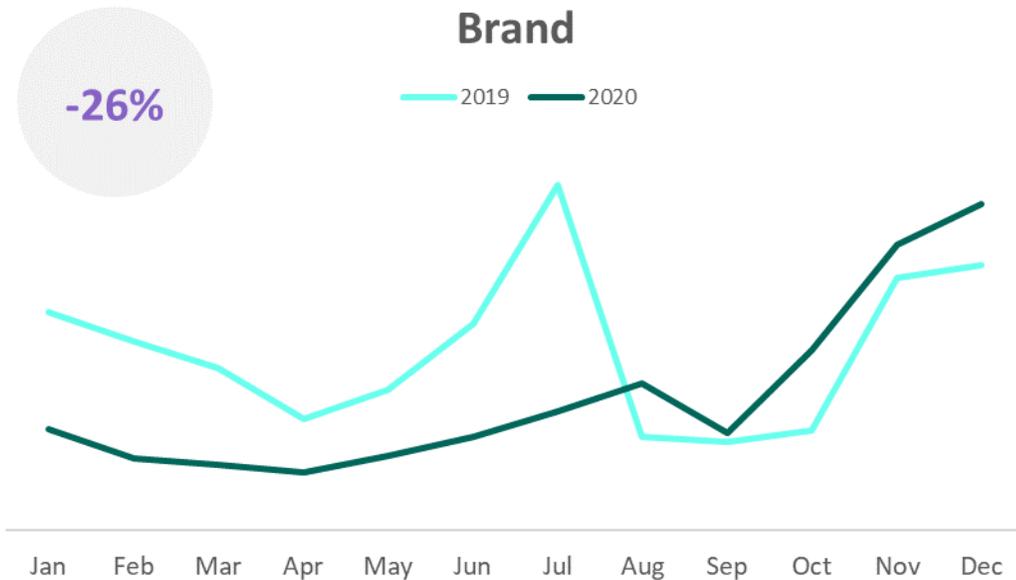
**Coverage: +0.1%** ↑

**Density: -24.6%** ↓

Source: Bing & Yahoo O&O searches excluding Dental & Vision.  
Coverage defined as percent of search results pages with bids. Density defined as average impressions per search results page.



# Syndicated volume remains steady in 2020 with more growth during AEP. Advertisers are becoming more competitive through this channel.



**AEP Changes**

<b>Volume: +28%</b>	↑
<b>Coverage: -0.4%</b>	↓
<b>Density: +10.3%</b>	↑

**AEP Changes**

<b>Volume: +6.7%</b>	↑
<b>Coverage: 0%</b>	↓
<b>Density: +11.8%</b>	↑



# Medicare AEP 2021

Search trends, competitive insights  
and key events



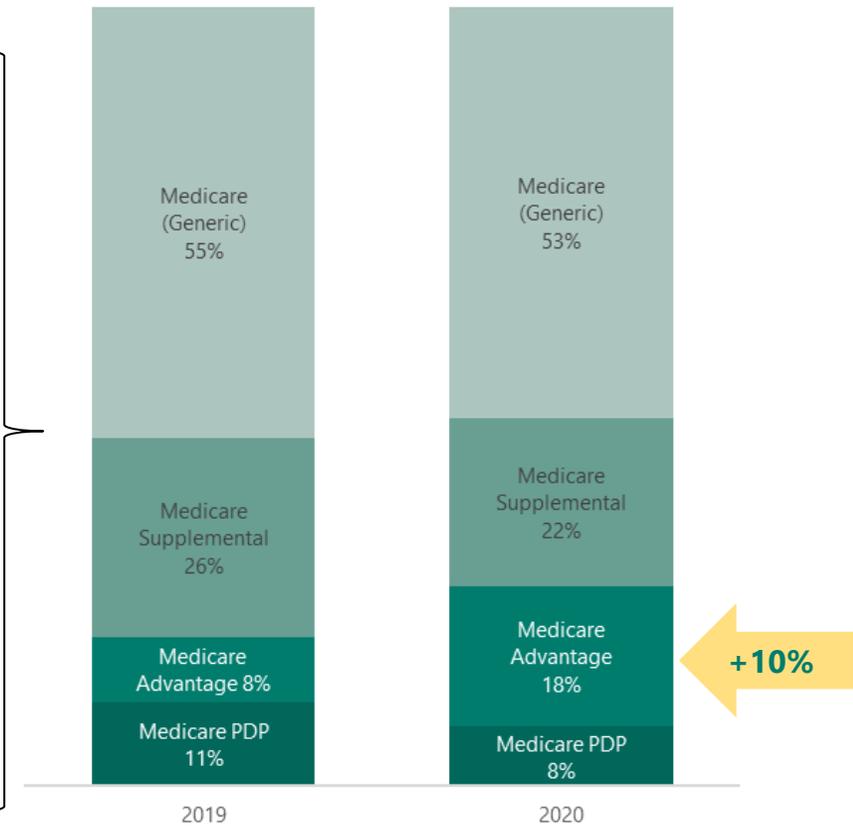
# Medicare: In 2020, non-brand and Medicare Advantage searches increased in market share

**Non-brand** terms made up:  
 85% of searches in 2019  
 89% of searches in 2020

+4%

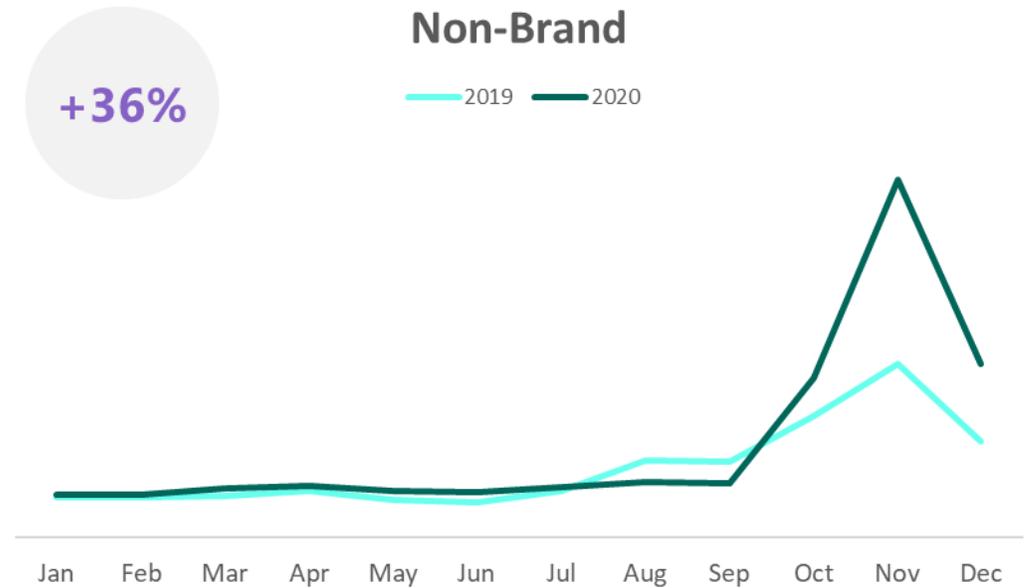
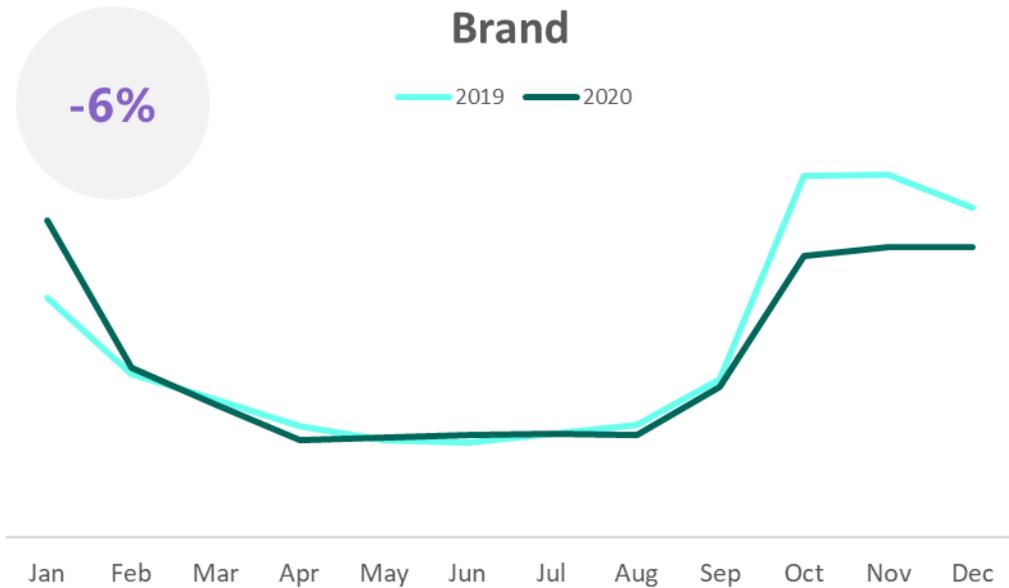
Medicare Searches

2019 2020



+10%

# Medicare searches grew 30% in 2020 despite a drop in brand searches. Non-brand searches peaked in November.



**AEP Changes**

**Volume: -18.3%** ↓

**Coverage: -0.3%** ↓

**Density: +7.2%** ↑

Competition during AEP, as measured by ad-density, was **up for brand** and **down for non-brand** searches

**AEP Changes**

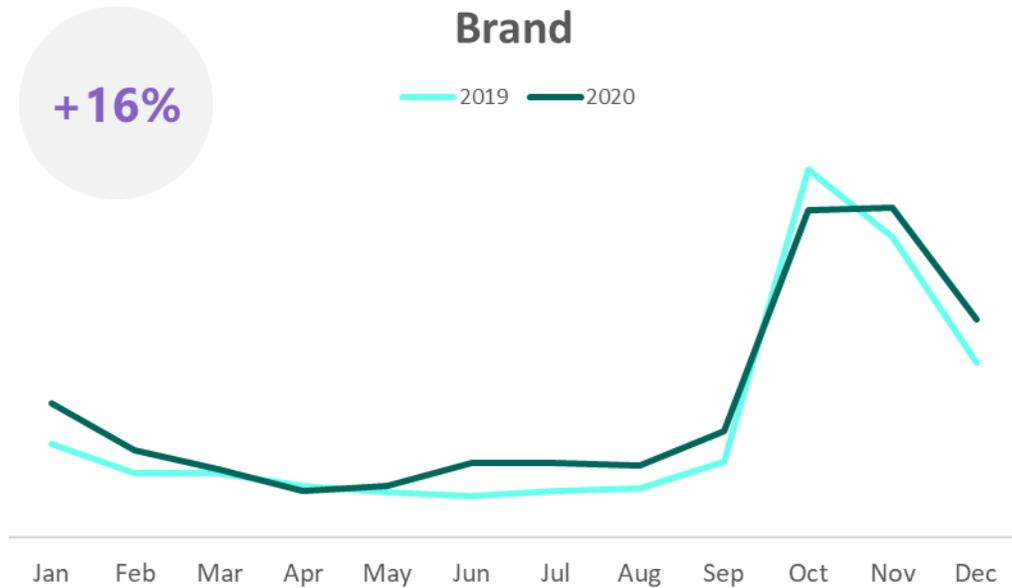
**Volume: +76.6%** ↑

**Coverage: -0.3%** ↓

**Density: -30.6%** ↓

Source: Bing & Yahoo O&O searches excluding Dental & Vision. Medicare encompasses Traditional Medicare, MedAdvantage, MedSupp and PDP plans. Coverage defined as percent of search results pages with bids. Density defined as average impressions per search results page.

# Within Medicare, Medicare Advantage searches grew the most and saw growth across brand and non-brand terms. This growth aligns with expectations from plan expansions.



**AEP Changes**

Volume: +3.9% ↑

Coverage: +0.5% ↑

Density: +9.8% ↑

Competition during AEP, as measured by ad-density, was **up for brand** and **down for non-brand** searches

**AEP Changes**

Volume: +200.8% ↑

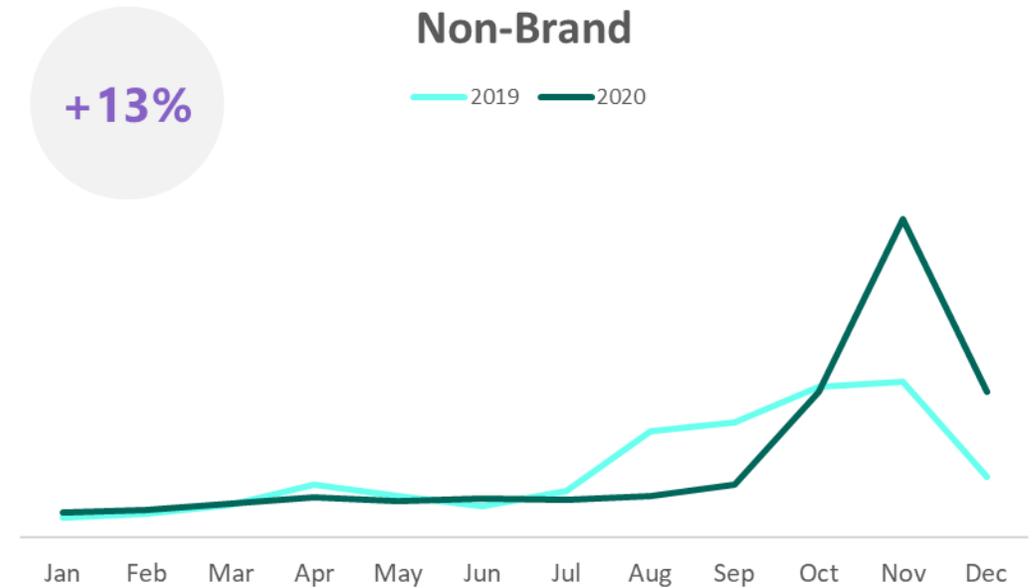
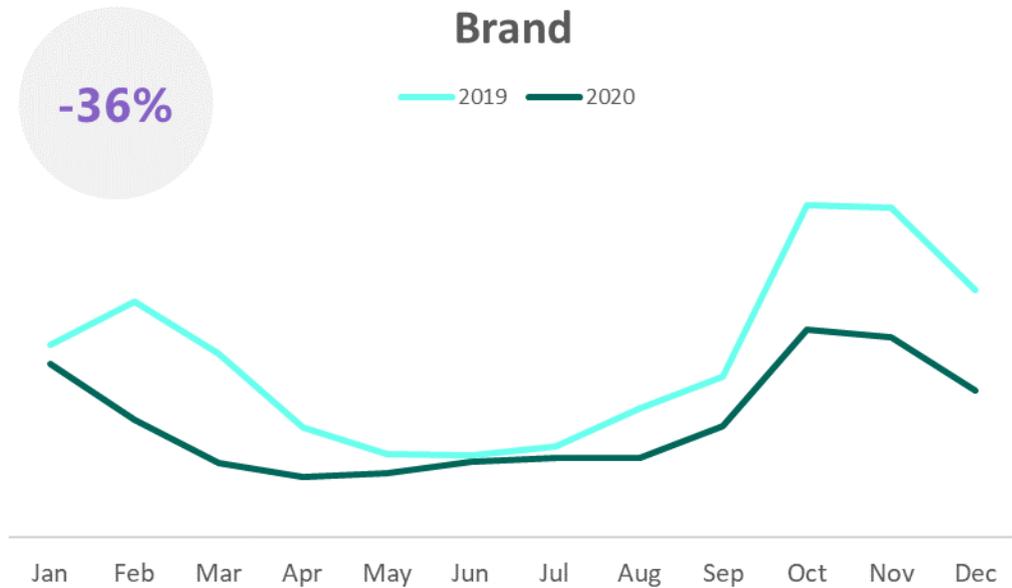
Coverage: -0.2% ↓

Density: -17.1% ↓

Source: Bing & Yahoo O&O searches excluding Dental & Vision. Coverage defined as percent of search results pages with bids. Density defined as average impressions per search results page.



# Conversely, Medicare Supplemental searches grew at a slower rate with many insurers continuing to focus on Medicare Advantage plans



**AEP Changes**

**Volume: -39.1%** ↓

**Coverage: +9.1%** ↑

**Density: +11.5%** ↑

Competition during AEP, as measured by ad-density, was **up for brand** and **down for non-brand** searches

**AEP Changes**

**Volume: +65.9%** ↑

**Coverage: -2.4%** ↓

**Density: -43.6%** ↓

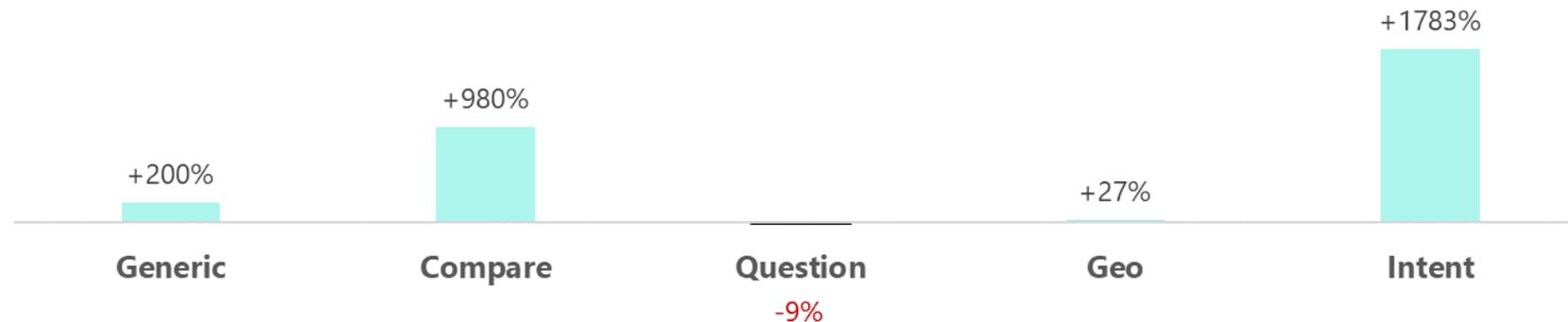
Source: Bing & Yahoo O&O searches excluding Dental & Vision.  
Coverage defined as percent of search results pages with bids. Density defined as average impressions per search results page.

# Medicare Advantage non-brand query volume grew across most categories, with minimal net new queries

## 2020 Medicare Advantage Non-Brand Query Volume by Category

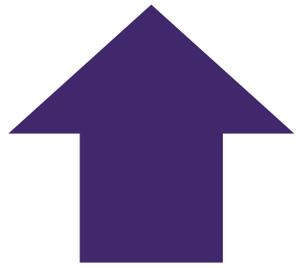
	Generic	Compare	Question	Geo	Intent
% of Queries	87%	12%	0.6%	0.2%	0.2%
Query Examples	"medicare advantage plan" "medicare advantage program" "medicare part c"	"best medicare advantage plan" "compare medicare advantage plan" "top medicare advantage plan"	"medicare part coverage" "medicare part c definition" "does medicare part c cover"	"medicare advantage plan state" "medicare advantage plan florida" "medicare advantage plan texas"	"find medicare advantage plan" "medicare advantage open enrollment" "medicare advantage open enrollment period"

## Volume Change from 2019



Increased search volume for 'generic' and 'compare' queries drove growth for Medicare Advantage non-brand growth overall

# Factors driving non-brand Medicare Advantage growth



**+ 220%**

**Medicare Advantage  
non-brand  
searches in 2020**



## Population ages and Medicare Advantage plans are attractive:

As the population ages, more Medicare-eligible members enter the market each year. The expansion of benefit offerings (such as telehealth) and low premiums makes these plans attractive to seniors.



## More Medicare Advantage option requires more research:

With new competitors entering the market and old competitors expanding every year, seniors continue to have more options to research year over year. Seniors in 2021 had 18% more plans available to them on average.



## COVID-19 forces seniors to be more digitally savvy:

With the Medicare-eligible population at high risk during the pandemic, socially distanced seniors spent more time embracing technology to manage their health. Without the ability to seek in-person agency help when registering for Medicare plans, seniors had more incentive to research plans independently.



## More Medicare-eligible users are on the Microsoft Network:

When comparing Medicare-eligible users on the Microsoft Search Network in the peak of AEP (November) across 2018-2020, there was an increase from 18M to 21M users across 3 years.



# Individual

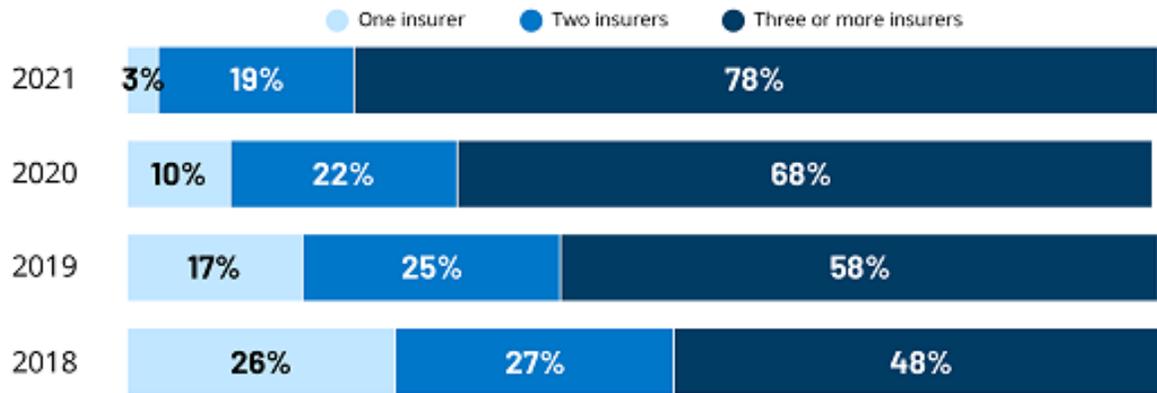
Search trends, competitive insights and key events



# Affordable Care Act (ACA) Marketplace options continue to grow

## Marketplace Enrollees Will Have More Options in 2021 as Many Insurers Expand Their Service Areas

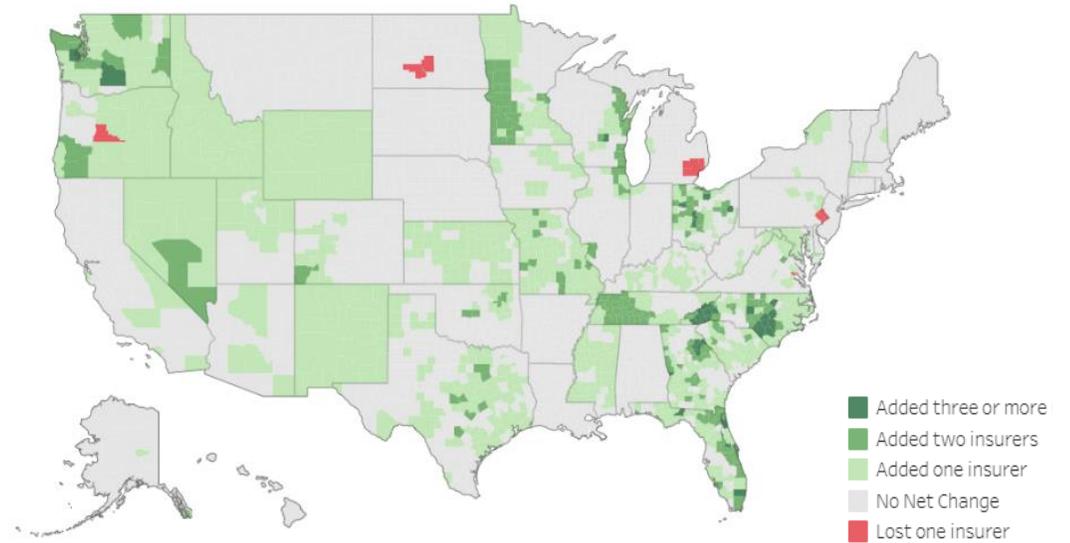
Share of Marketplace Enrollees by Number of Available Insurers



NOTE: Enrollment in 2021 is based on 2020 plan selections.  
SOURCE: KFF analysis of data from Healthcare.gov and a review of state rate filings.

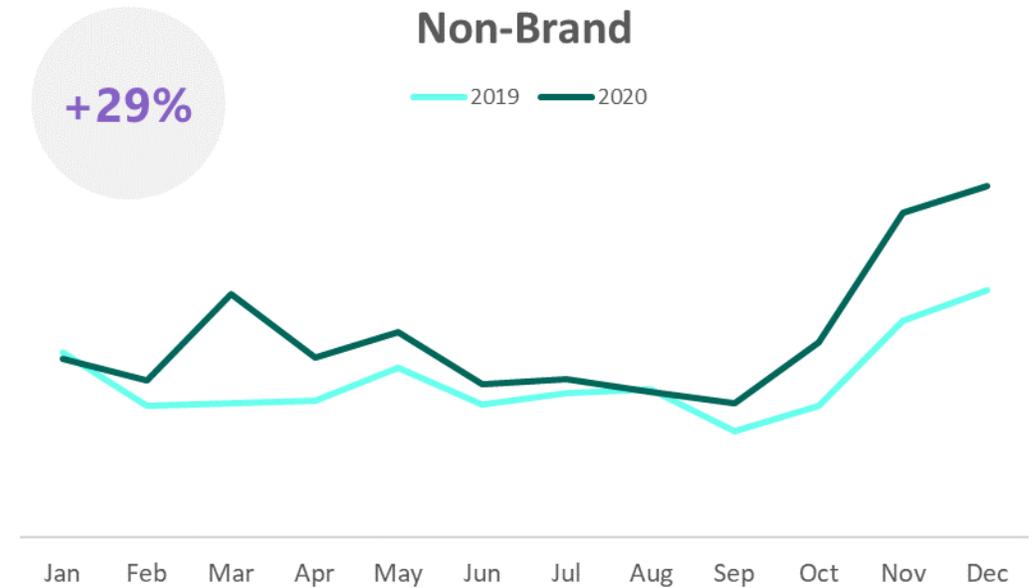
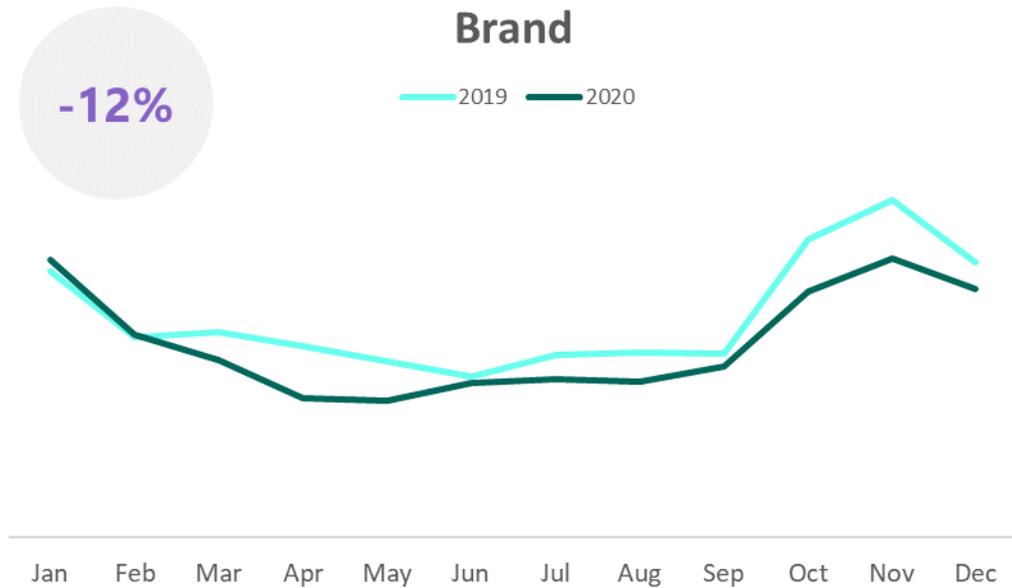


## Plan option additions/loses by county: Few counties see decreased options.



SOURCE: KFF analysis of data from Healthcare.gov and a review of state rate filings.

# Searches for Individual plans grew 26% in 2020. Momentum from COVID-19 Special Enrollment Period (SEP) continued through Open Enrollment.



**AEP Changes**

- Volume: -15.2% ↓
- Coverage: +0.2% ↑
- Density: +6.3% ↑

Competition during AEP, as measured by ad-density, was **up for brand** and **down for non-brand** searches

**AEP Changes**

- Volume: +46.3% ↑
- Coverage: +0.6% ↑
- Density: -7.8% ↓

Source: Bing & Yahoo O&O searches excluding Dental & Vision. SEP stands for Special Enrollment Periods. Coverage defined as percent of search results pages with bids. Density defined as average impressions per search results page.



## Key takeaways

1. Key drivers of search growth in 2020 and specifically AEP were non-brand and Medicare Advantage searches
2. COVID-19 had an impact on the Individual Market and stronger Medicare Advantage offerings
3. Aggregators remain a strong force during AEP, although insurers are maintaining dominance
4. The continued COVID-19 pandemic and the current Medicare OEP season highlight opportunities to keep members engaged



*"Search makes up 90% of lead forms and 95% of last touchpoint. It is the most crucial of our digital channels."*

*-- Tim Peyton, Senior Media Director at Lever Interactive*

**LEVER**  
i n t e r a c t i v e



[VIEW THE CUSTOMER STORY](#)

The Health Insurance Provider achieved well over **1 million impressions**, with a Click Through Rate (CTR) of **4.2%**

### Unprecedented need for health coverage

When faced with an unprecedented global pandemic, one of the nation's leading Health Insurance providers shifted their strategy to address the consumer needs of Americans who lost their health insurance coverage. When the first wave of the COVID-19 pandemic forced millions of Americans into unemployment in March through May of 2020, an estimated 5.4 million people lost their employer-sponsored health insurance. In the absence of a comprehensive federal bill to address the high rates of uninsured, 12 states took unprecedented steps to offer coverage by opening a Marketplace Special Enrollment Period (SEP).

### Search is most crucial digital marketing channel

With a need to quickly turn on lead generation and customer acquisition campaigns, this provider turned to search advertising as the most efficient approach to returning to the market. Their agency partner, [Lever Interactive](#), implemented a data driven approach to shift investments from more traditional marketing to better performing digital platforms and strategies.

### Search delivered healthy results for health insurance provider

With a keen awareness of the time frame, the Microsoft Advertising team was dedicated to implementing strategies during SEP and were described as an "invaluable" partner in the process. Although Covid-19 and SEP presented new challenges for advertisers, Microsoft Advertising, Lever Interactive and the provider were able to adapt and drive success through collaboration. By reactivating campaigns, this client was able to achieve well over 1 million impressions with an impressive 4.2% CTR.

To get actionable data, insights and best practices to help make decisions and grow your business, visit [MicrosoftAdvertising.com/Insights](https://MicrosoftAdvertising.com/Insights)

