



Data-Driven Solutions for Reaching Modern Medicare-Age Consumers

Leverage AccuData's expertise for a new approach to Medicare marketing

Today's modern Medicare-eligible consumers look, act, and think differently than their leading-edge generational cohorts. Many saddled with the financial responsibility of supporting multigenerational households choose to stay in the workplace longer. And for those who choose retirement, the process is gradual as part-time employment is often pursued.



49% of consumers who turn 65 each year plan to keep working and enroll in Medicare after their initial Medicare enrollment period.

While their financial responsibilities are vastly different than their older peers, this group is active mentally, physically, and socially. And active agers are adapting to and using new technologies at a significantly higher rate than in the past.

In 2000, 14% of those age 65+ were internet users; today, it's

73%

Americans age 60+ spend

MORE THAN 1/2

of their daily leisure time on TVs, computers, or other devices

56%

of those 55+ have or plan to sign up for a streaming service

58%

of those 55+ use YouTube regularly

68%

of those age 50 - 64 use Facebook, as do almost 50% of those age 65+

AccuData works with many of the nation's top Medicare marketers alongside our Reseller Partners to deliver comprehensive campaigns that convert. From identifying the channels that best suit your target audience to the application of industry best practices in design and deployment, AccuData delivers data-driven results that go above and beyond.

Benefits



Expand your available Medicare prospect universe by 20%+ over that of a single-source provider.



Utilize proven analytic techniques to determine precisely who to target.



Increase engagement opportunities by targeting your postal audience online.

Build Awareness at Each Possible Opportunity

AccuData's data-driven Medicare marketing solutions allow you to connect with Age-In and AEP audiences at multiple points throughout their complex decision journey and particularly in micro-moments when consumers turn to their devices for research and solutions.



Postal Prospect Audiences

Your geographical footprint combined with exact age or date of birth begins the process. Additional demographic attributes, including income and net worth, are available to meet your marketing goals. AccuData will guide you through the data selection process, applying our deep understanding of third-party data assets to create the best possible postal prospect audience.

When identifying Medicare AEP prospects by age, consider capping your audience at 85. Many Medicare marketers report receiving diminished results when mailing to individuals over the age of 85.

SourcePLUS

With a finite number of consumers turning 65 each year, finding the volume of records needed from a single-source list may not be possible. Expand your marketable universe by upwards of 20% (if not significantly more!) with SourcePLUS, AccuData's exclusive multi-source technology. Ideal for New-To-Medicare prospect audiences, SourcePLUS uses several of the nation's leading compiled consumer databases to identify Age-In consumers that are unique to each dataset.

ADULTS TURNING AGE 65	
Single-Source Count	225,00
Multi-Source Count	159,000
Lift	70.7%

ADULTS 65 AND OLDER	
Single-Source Count	36.5 million
Multi-Source Count	15.8 million
Lift	43.3%



Predictive Analytics

Maximize both enrollment rates and valuable marketing dollars with campaign decisions informed by data. AccuData uses internal Medicare data assets to examine and rank responder, applicant, or member data to uncover hidden insights and provide precise direction on where to best focus your efforts. And, by applying SourcePLUS technology to our analytic processes, you'll obtain a maximum number of top-ranked prospects.

Acquisition Email

AccuData delivers high-performing email acquisition programs with a concierge experience that extends from concept to reporting. Whether combined with a direct mail initiative for a simple, targeted multichannel campaign or deployed individually, email provides quick execution and timely results. We employ leading-edge strategies to ensure each aspect of your Medicare campaign is optimized for maximum performance and deliverability.

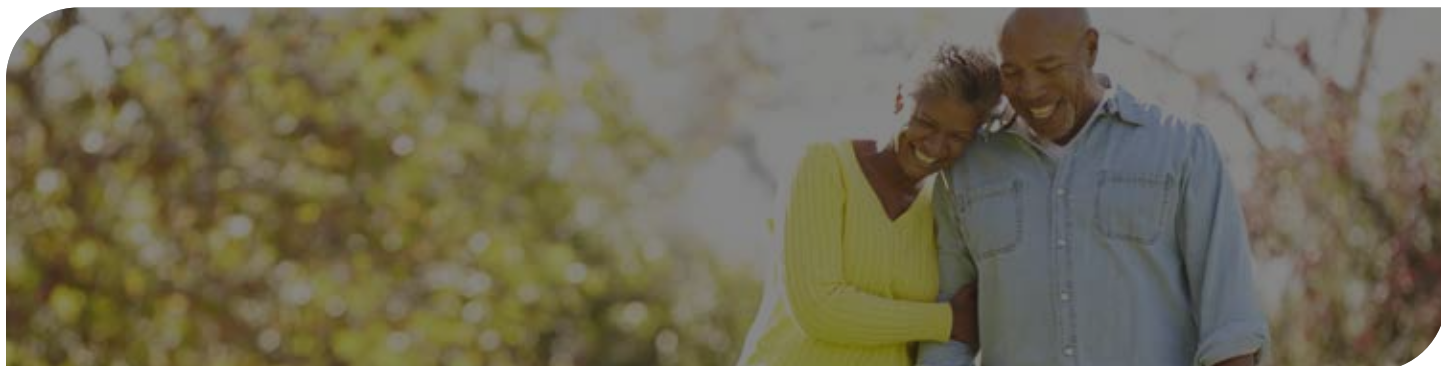
Email is an excellent channel to reach your prospective Medicare audience. Interested in learning more about email marketing to this audience? [READ AccuData's Email Marketing to Adults Age 55 & Older white paper.](#)

IP Targeting

Reach approximately 90% of your Medicare direct-mail audience online for a digital touchpoint and increased rate of enrollment. With IP Targeting, your digital ads are served to the home and personal devices of the Medicare prospects you are targeting. The application of IP Targeting to your postal campaign is a simple process managed entirely by AccuData.

Connected TV/Over-the-Top Advertising

Connected TV/Over-the-Top (OTT) advertising displays your video message to your Age-In and AEP postal file. With Connected TV's non-skippable format, you will advertise with confidence knowing that your video content is viewed from start to finish. As with IP Targeting, your ads will reach about 90% of your postal audience and our digital experts see to each detail of the Connected TV/OTT advertising process.



Social Media Advertising

Enhance your campaign performance as you showcase your brand on Facebook, the most popular social media platform among audiences age 65 and older. Ads placed in News Feeds are able to capture a viewer's attention quickly, gaining more exposure from your digital marketing efforts. And using our matching methodology, AccuData creates a truer match to your Medicare prospect audience.

Digital Creative Services

Our in-house design team creates visually appealing email and digital creative from your Medicare information package. Whether working with your existing concepts or creating a design from scratch, we will blend words and imagery into compelling, engaging content designed to appeal to your Medicare audience.

“Straightforward, no-nonsense content that reads as if they are talking to a trusted friend is the best way to grab their attention. It’s an approach that gives them solutions to their needs and sets their expectations for the services they’ll receive when they decide to buy.”

Karina Tama-Rutigliano, Stellar Strategies for Marketing to Seniors, Forbes

Let's Drive Medicare Marketing Success



Unrivaled Access

Hands down, we offer access to more consumer and business data than anyone.



Real-World Expertise

AccuData's tenured team offers 30 years of real-world marketing experience.



End-to-End Digital Campaign Management

From concept to reporting, our team manages multichannel digital marketing programs for loyalty and acquisition



A Data-Savvy Extension of Your Team

Our data-driven methodologies mean that each recommendation we offer and every tactic we implement is informed by data.