



**ROB GRAHAM**  
**ENTERPRISES**



ABOUT US

# WE ARE ROB GRAHAM ENTERPRISES

Our experience in direct to consumer marketing across online and offline platforms spans nearly three decades. In that time, we've learned the key to success is creating engagement using interactive content that filters out low levels of intent.



## THE PROBLEM

# THE PROBLEM WITH THE LEAD GENERATION INDUSTRY



### Incentivized Model

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It's an incentive-based model that rewards quantity over quality. Most leads don't work. To mitigate downside, buyers choose more leads for less money.



### Cheap Data Leads

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Many sellers don't generate their own leads. They buy cheap data and attempt to qualify it with overseas labor and avatars. This produces low intent conversations and poor outcomes.



### Lead vs. Acquisition

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It's easier for buyers to know lead costs than acquisition costs. This encourages lead vendors to sell the same lead multiple times in the same industry at low prices to generate better margins.

## THE PROBLEM

# THE PROBLEM WITH THE LEAD GENERATION INDUSTRY



### Can't Optimize

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Buyers and sellers aren't integrated so the seller can't optimize the process to produce better outcomes for the buyer.



### Mixing Poor Leads

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Large aggregators take good quality leads from one source and mix them with cheap, poor quality leads from other sources. This produces minimum performance standards at high volume.



### Leverage

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The lead buyer has extraordinarily little leverage in these transactions. Their only option is to not buy leads, which isn't an acceptable outcome for them.

## THE SOLUTION

# WHAT MAKES RGE THE RIGHT CHOICE

We generate our own qualified leads and sell them exclusively in one vertical at scale.

Our incentives are aligned with yours. We optimize for CPA, which leads to higher CPL's for us.



## THE SOLUTION

# WE DRIVE ENGAGEMENT THROUGH MICRO-COMMITMENT

Highly engaged



At the top of our funnels, we use interactive content that compels interested prospects to raise their digital hand.

Service levels offered



We offer 2 levels of service; Qualified exclusive data & warm call transfers with a buffer.

We're everywhere



Our acquisition strategy is omnichannel; we're online and offline.

## THE SOLUTION

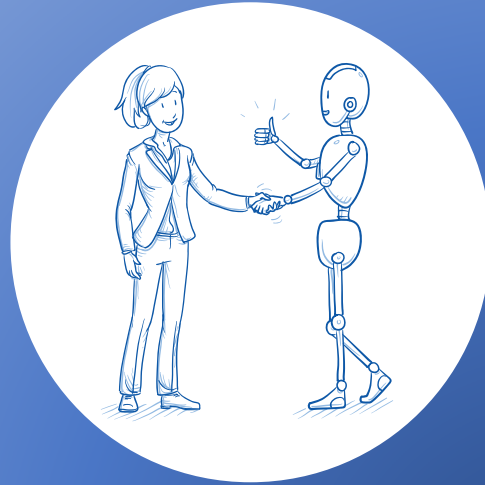
# WE DRIVE ENGAGEMENT THROUGH MICRO-COMMITMENT

### Recommendation Engine



We ask questions and collect answers. We segment by gender, age, home, marital status, family, interests, income, credit, fears & dreams.

### Automation & AI



Our technology stack integrates front-end targeting and back-end distribution options to put the right offer in front of the right person at the right time.

### Closing the Loop



We farm our leads over 75 to 90 days to qualify and requalify them for new offers.

## INDUSTRY CURRENT TRENDS

# GROWING MEDICARE MARKET TRENDS & DATA



MEDICARE DAILY  
ENROLLEES

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**10,000**

With 10,000 people going onto Medicare every day, it is now the fastest growing segment in health insurance.



ENROLLED IN  
MEDICARE 2019

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**61 Million**

61 Million people were enrolled in Medicare in 2019



ON MEDICARE  
ADVANTAGE 2019

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**22 Million**

22 Million were in a Medicare Advantage plan. There were 6 Advantage plans sold in 2019 to every 1 Supplement plan



## INDUSTRY CURRENT TRENDS

# GROWING MEDICARE MARKET TRENDS & DATA



DISABLED ON  
MEDICARE

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**9.1 Million**

People under 65 with disabilities are on Medicare, with only 27% being covered by an Advantage plan.



A STRATEGIC COMPETITIVE  
ADVANTAGE

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**6.6 Million**

People on Medicare that can be moved to an Advantage plan.



MORE ADVANTAGE  
PLAN CHOICES

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**32% ↑**

In 2020, carriers have added 32% more Advantage plan choices. For some counties, that's more than 20 new and better options.

# HOW THE PUZZLE PIECES FIT

## CREATING CONVERSIONS THROUGH CONVERSATIONS

