

Performance Marketing Insights 2023

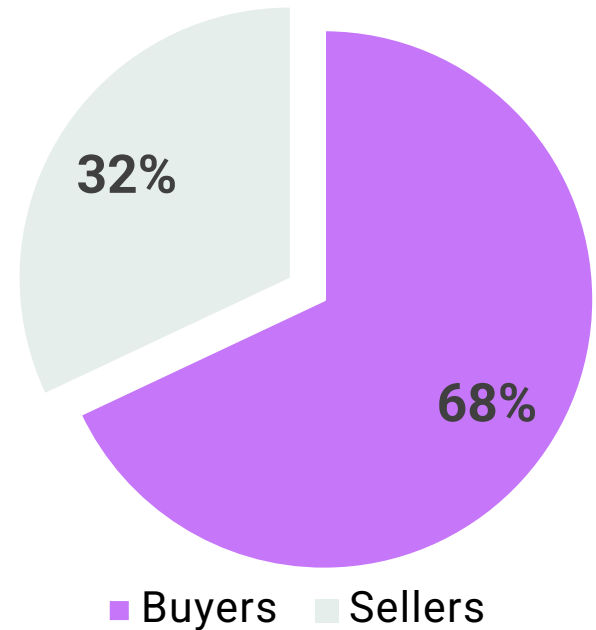
Strategic Insights for Medicare Organizations

From 1000+ Performance Marketeers

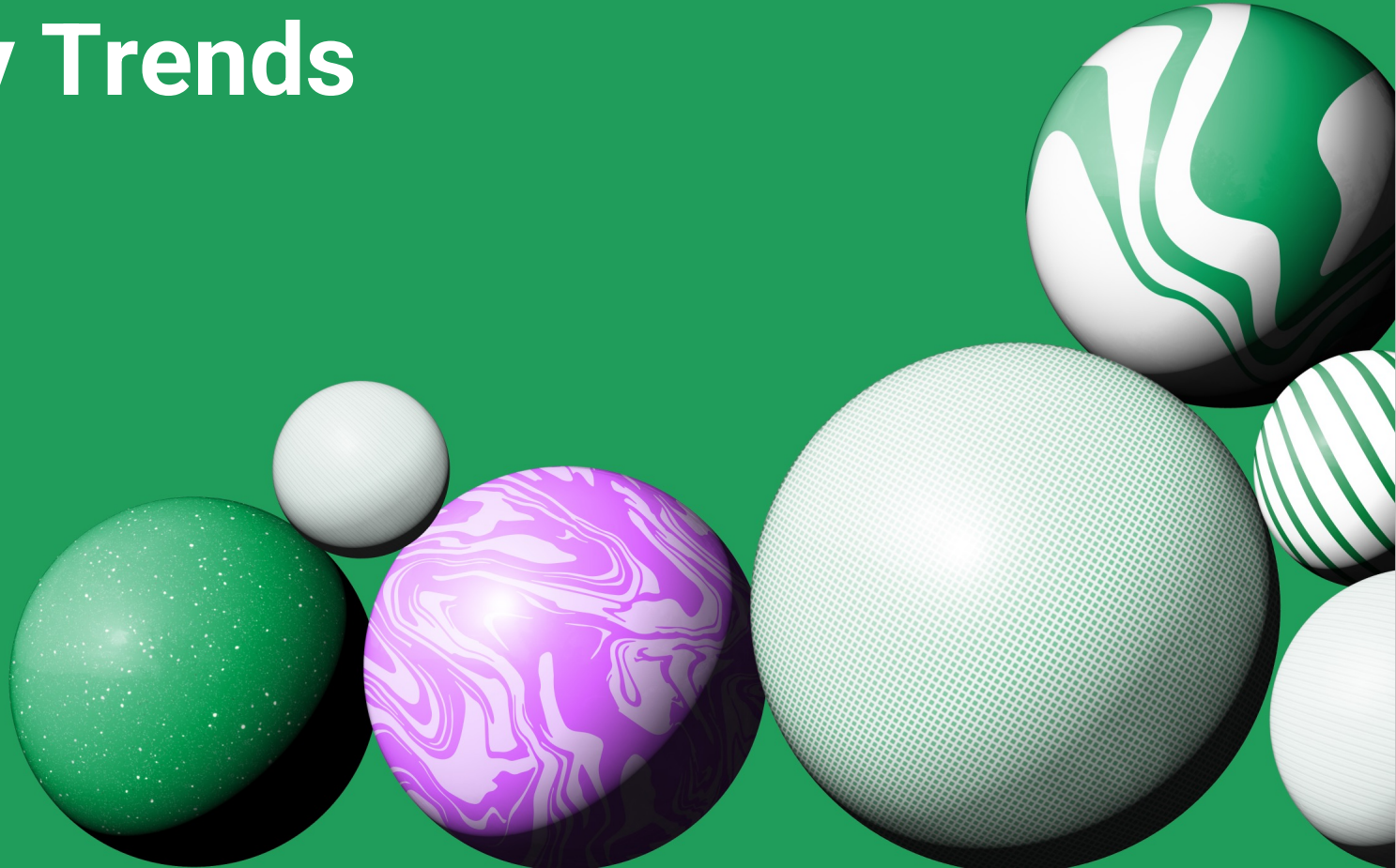


Who did we hear from?

**Diverse voices from
26 different industries**



Industry Trends



Have opportunities improved?

39% of buyers and publishers state that the current economic climate impacted their company's growth **negatively**

How are people **feeling** about the industry?

48%

**Buyers & sellers are
optimistic about the future
of the lead gen industry**

17% buyers and publishers feel pessimistic

Publishers expect growth in the next 12 months

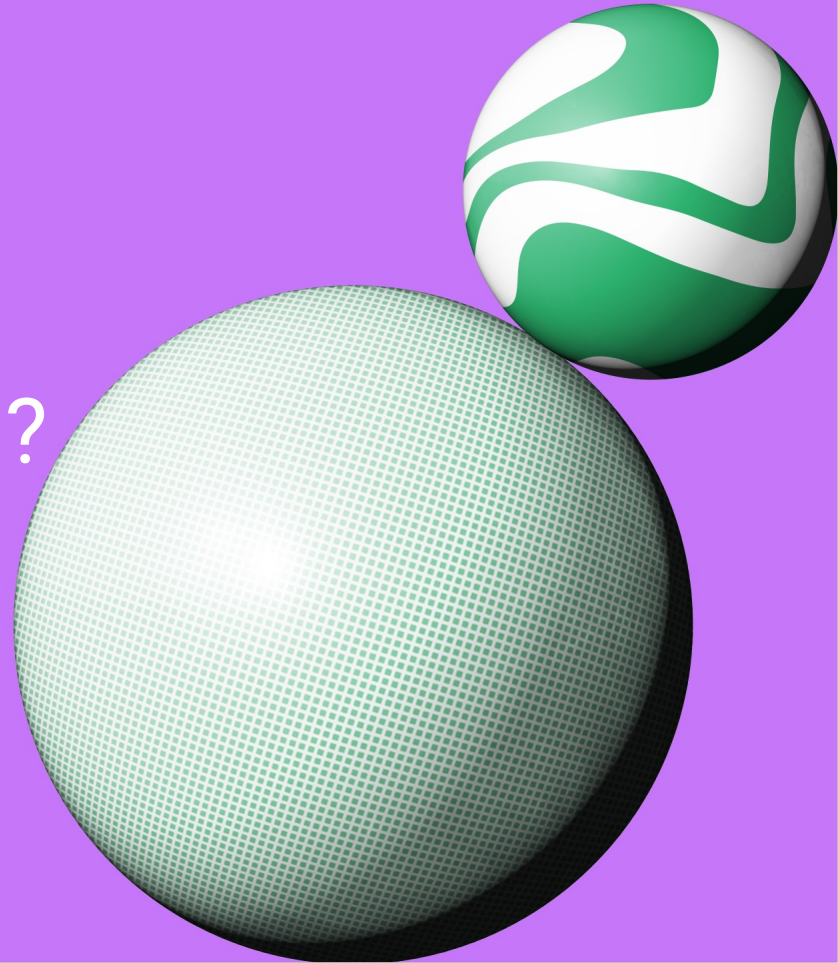
67% publishers expect to increase their spending on lead generation in the next 12 months

23%

Average Expected Increase in Spend

Buyers

So, what are buyers saying?



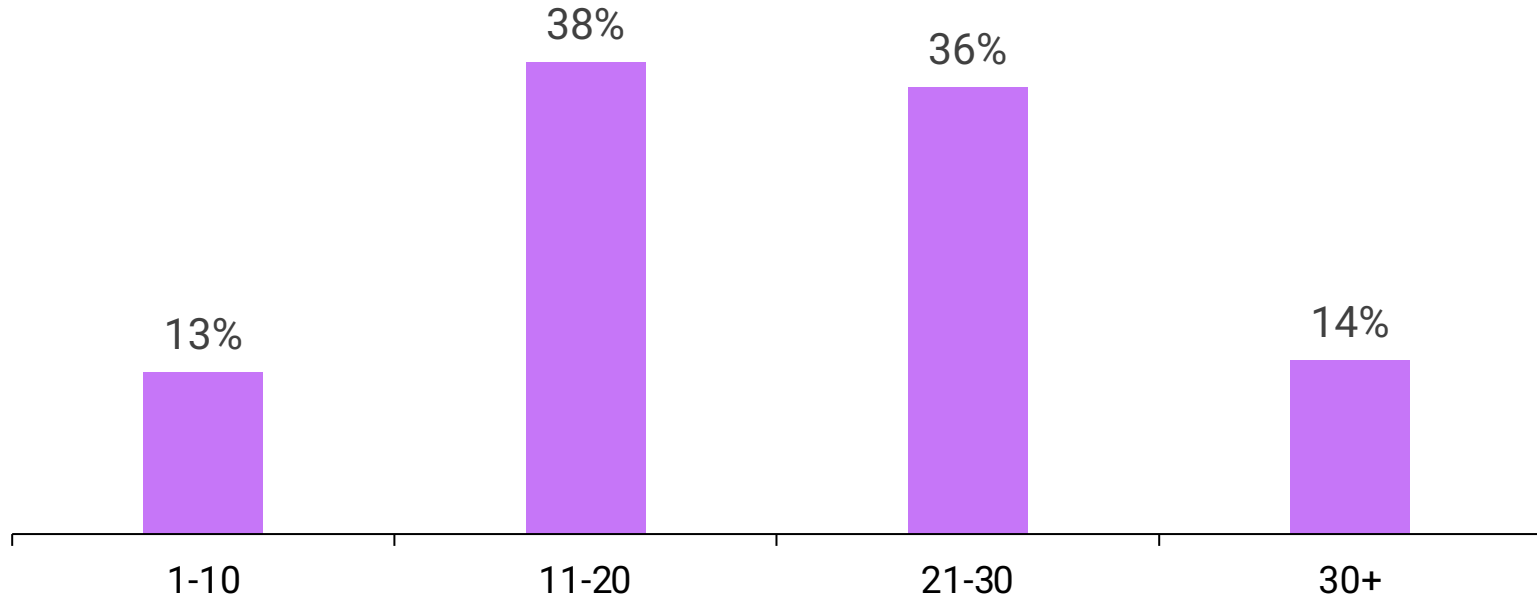
Compliance is top of mind

63% of buyers believe that investing in compliance, verification and fraud is **critical**

As a result,

57% of buyers believe we have **solved** challenges around compliance as compared to 2 years ago

Buyers are managing **more sources**

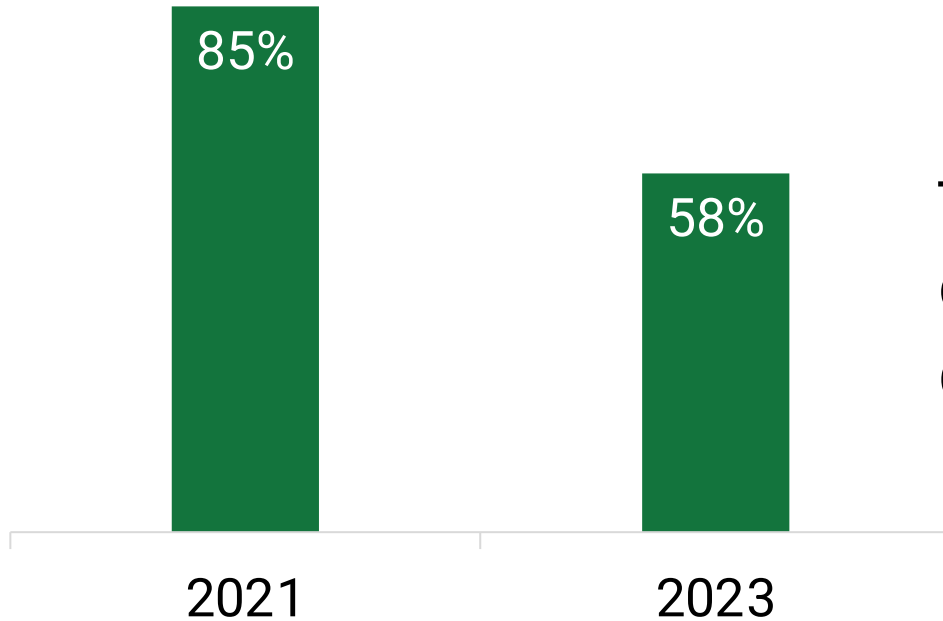


Testing *new sources*

18%

Of the overall budget is ear-marked to try out new lead sources by an average buyer

Knowledge of sources **decreased..**



58% of buyers state that they have clear knowledge of which sources generates leads for them

Do buyers believe they have the right level of **campaign insights**?

59% of buyers agree that they have the right level of insights into their campaigns

Do buyers have the **control they need?**

Only **17%** of buyers agree that they have the control they need



Improving the quality of lead data continues to be a challenge..

1	Improving the quality of lead data	28%
2	Increasing lead to customer conversion	27%
3	Increasing the number of leads generated	22%

Buyers' #1 challenge in 2021

Buyers' #1 objective in 2023

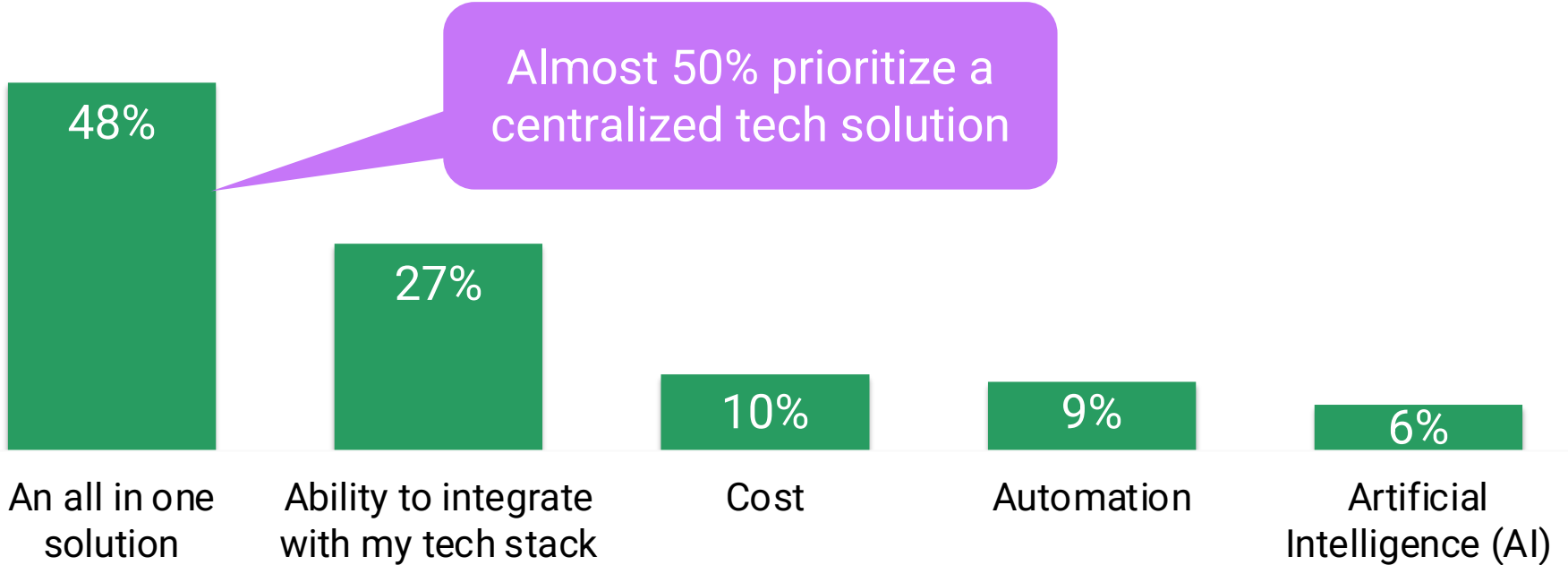
Automation in lead gen is becoming a focus

Automating lead gen processes was a key challenge for buyers in 2021

Top 4 automation focus areas for buyers:

1	Qualifying leads	19%
2	Sourcing more targeted leads	16%
3	Nurturing leads	13%
4	Measuring lead performance	13%

How are tech solutions evaluated?

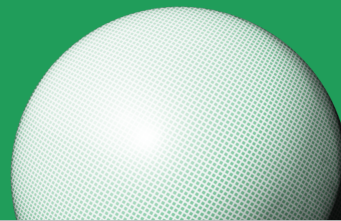
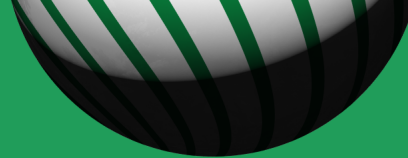
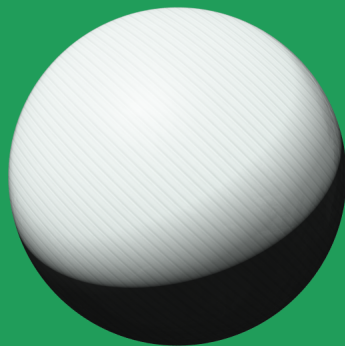


Top 5 improvement areas for buyers

- 1 Understand missed potential on leads
- 2 Predictive campaign management (bid/budget/filter/source recommendations)
- 3 Easier connectivity for disposition data
- 4 Lead quality monitoring
- 5 Automated lead pricing

Improving the quality of lead data was the #1 challenge for buyers in 2021

Publishers



Maximizing earnings is the greatest challenge

Top 3 challenges for publishers

- 1 Maximizing revenue (26%)
- 2 Managing demand partners (25%)
- 3 Demand partner coverage (19%)

#1 Challenge for
publishers in 2021

What do publishers think about **pricing**?

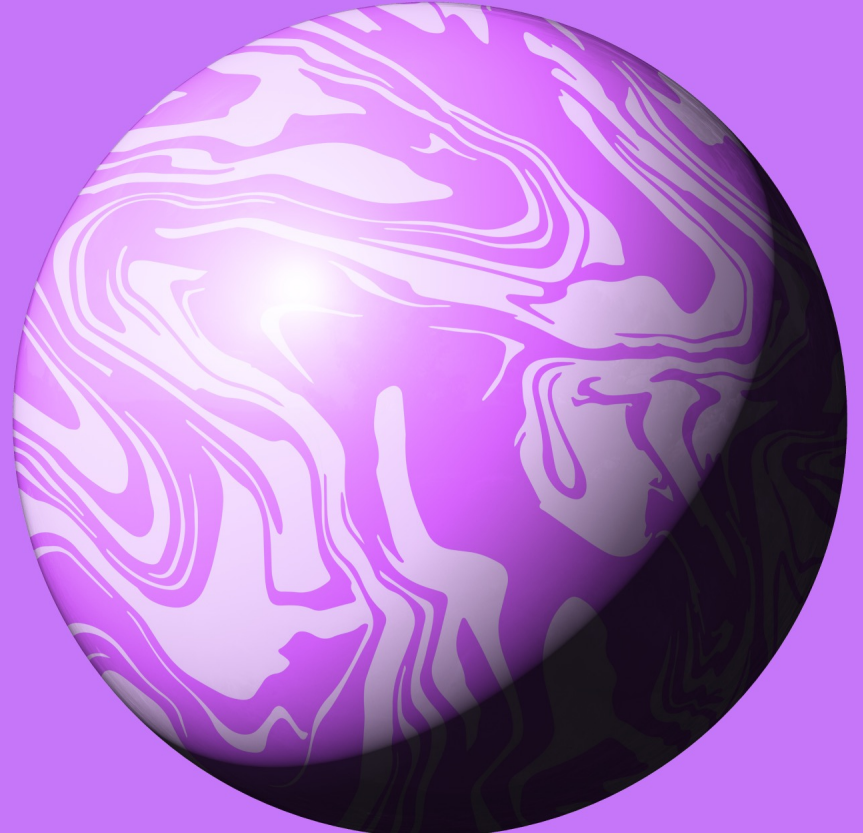
41%

of publishers think they are getting the
best possible price for their leads

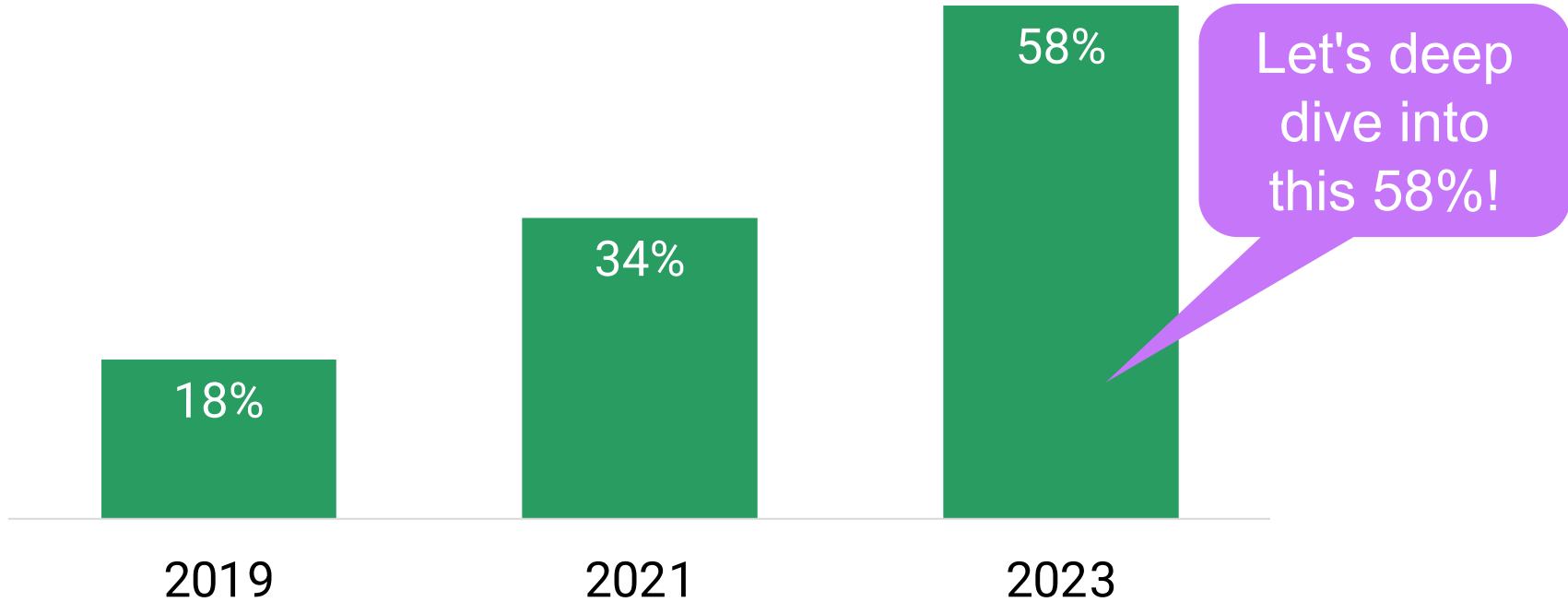
Top 5 Publisher Wants

- 1 Higher acceptance rates
- 2 Consolidation of compliance management
- 3 Predictive campaign management;
CPL recommendations
- 4 Lower barrier of entry to step in new verticals
- 5 Vertical standardization of disposition data

Performance



More buyers are consistently achieving their ROI over the years





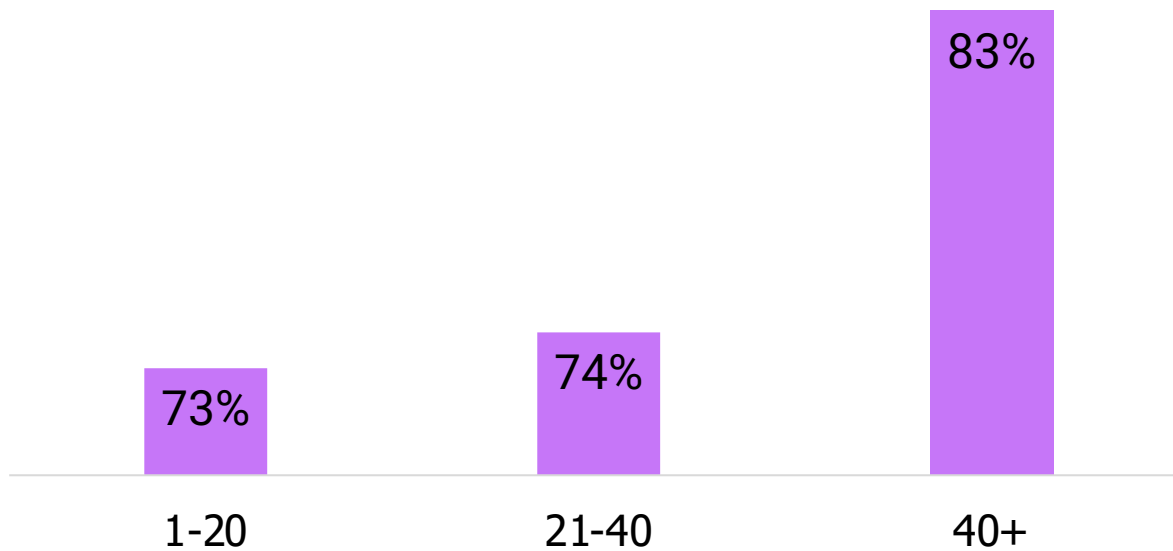
So, what are the
mantras to **success?**

1. Knowledge is power

Successful buyers have **60% better insights** of which lead sources generate customers

2. Diversify and hedge your bets

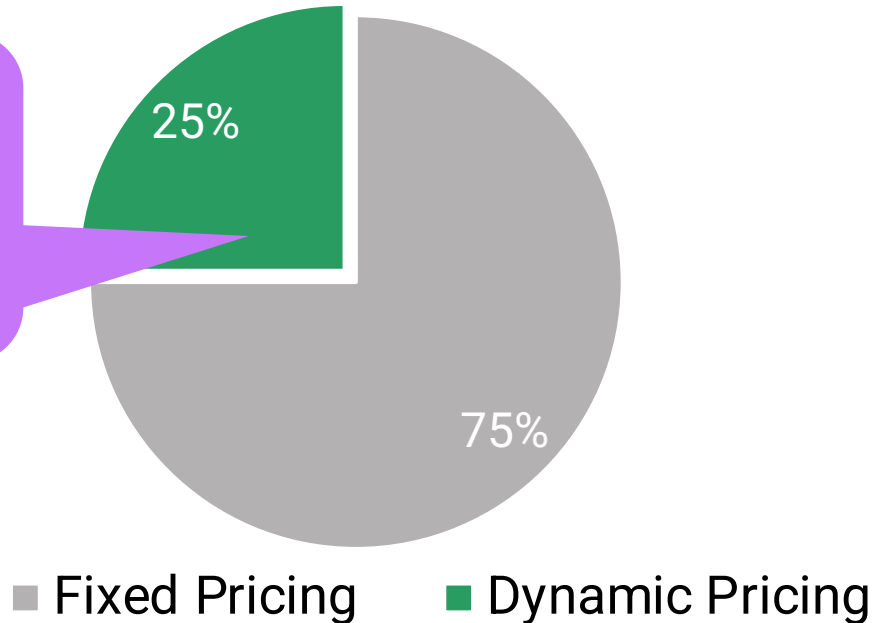
Buyers that manage 40+ sources perform **12%** better



3. Fixed pricing is so 2019!

Successful buyers use advanced dynamic pricing

Buyers using dynamic pricing are **35% more effective** on finding the right customers because of higher converting leads



4. Proactive control

Buyers in control to manage campaigns
proactively have **20% higher ROI**

5. Feedback loop

Buyers that provide publishers with a constant clear **feedback loop** perform **27% higher**

Buyers that are **more successful**:

1. Have constant insights
2. Manage 40+ sources
3. Use dynamic pricing
4. Take proactive control
5. Provide a constant feedback loop

**Stick to
these rules
and achieve
3-4X more
success**

Leading Medicare agencies trust the PX platform to access and evaluate new sources, connect with them, analyze their performance, and optimize till they reach their goals.

PX Customers are hitting ROI 42% more of the time than non PX Customers!

Get in touch with us



Thank You!