



**50-Plus Direct Marketing Report**  
**Policy No. G-30180-0**  
 Phase 23  
 Report Date: 11/30/2020

Confidential

Phase 23 - Totals by Marketing Code				Applications							Certificates			Premium						
Mktg Code	Circ	Unit Cost	Total MC	Pri Apps	Sps Apps	Total Apps	Pri App %	Total App %	Total Volume	Avg Cov Amt	Total Issued Certs	Pndg Apps	Accpt %	Issue TAP	Avg Issue TAP	Paid Cert	Paid TAP	Avg Paid TAP	Paid Rate	TAP/MC
LNY-50P-0101			\$0	10	0	10	0.000%	0.000%	\$430,000	\$43,000	0	1	10.00%	\$0	\$0.00	0	\$0	\$0.00	0.00%	0.000
<b>Mailing Total:</b>	<b>0</b>		<b>\$0.00</b>	<b>10</b>	<b>0</b>	<b>10</b>	<b>0.000%</b>	<b>0.000%</b>	<b>\$430,000</b>	<b>\$43,000</b>	<b>0</b>	<b>1</b>	<b>10.00%</b>	<b>\$0</b>	<b>\$0.00</b>	<b>0</b>	<b>\$0</b>	<b>\$0.00</b>	<b>0.00%</b>	<b>0.000</b>

Mktg Code	Creative Description
LNY-50P-0101	Email campaign



**50-Plus Direct Marketing Report**  
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 Phase 22  
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Phase 22 - Totals by Marketing Code				Applications								Certificates			Premium					
Mktg Code	Circ	Unit Cost	Total MC	Pri Apps	Sps Apps	Total Apps	Pri App %	Total App %	Total Volume	Avg Cov Amt	Total Issued Certs	Pndg Apps	Accpt %	Issue TAP	Avg Issue TAP	Paid Cert	Paid TAP	Avg Paid TAP	Paid Rate	TAP/MC
LNY-50P-0099	110,348	\$0.600	\$66,209	157	29	186	0.142%	0.169%	\$6,080,000	\$32,688	0	37	19.89%	\$0	\$0.00	0	\$0	\$0.00	0.00%	0.000
LNY-50P-0100	110,534	\$0.600	\$66,320	143	32	175	0.129%	0.158%	\$6,025,000	\$34,429	0	30	17.14%	\$0	\$0.00	0	\$0	\$0.00	0.00%	0.000

Phase 22 - Totals by Creative				Applications								Certificates			Premium					
Creative Type	Circ	Unit Cost	Total MC	Pri Apps	Sps Apps	Total Apps	Pri App %	Total App %	Total Volume	Avg Cov Amt	Total Issued Certs	Pndg Apps	Accpt %	Issue TAP	Avg Issue TAP	Paid Cert	Paid TAP	Avg Paid TAP	Paid Rate	TAP/MC
Control Total	110,348	\$0.600	\$66,209	157	29	186	0.142%	0.169%	\$6,080,000	\$32,688	0	37	19.89%	\$0	\$0.00	0	\$0	\$0.00	0.00%	0.000
Test Total	110,534	\$0.600	\$66,320	143	32	175	0.129%	0.158%	\$6,025,000	\$34,429	0	30	17.14%	\$0	\$0.00	0	\$0	\$0.00	0.00%	0.000

<b>Mailing Total:</b>	<b>220,882</b>	<b>\$0.600</b>	<b>\$132,529.20</b>	<b>300</b>	<b>61</b>	<b>361</b>	<b>0.136%</b>	<b>0.163%</b>	<b>\$12,105,000</b>	<b>\$33,532</b>	<b>0</b>	<b>67</b>	<b>18.56%</b>	<b>\$0</b>	<b>\$0.00</b>	<b>0</b>	<b>\$0</b>	<b>\$0.00</b>	<b>0.00%</b>	<b>0.000</b>
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Mktg Code	Creative Description	Mail Date	RBD	Age Range	Gender(s)
LNY-50P-0099	Control	9/28/2020	10/28/2020	55 - 74	Both
LNY-50P-0100	Test - Buckslip with e-enrollment	9/28/2020	10/28/2020	55 - 74	Both



**50-Plus Direct Marketing Report Totals**  
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Campaign	Drop Date	Marketing Codes
Phase 17	7/29/2016	LNK-50P-0079 - -0086
Phase 18	9/15/2017	LNK-50P-0087 - -0092
Phase 19	5/21/2018	LNK-50P-0093 - 0094
Phase 20	9/17/2018	LNK-50P-0095 - 0096
Phase 21	5/21/2019	LNK-50P-0097 - 0098
Phase 22	9/28/2020	LNK-50P-0099 - 0100
Phase 23	November 2020	LNK-50P-0101

Campaign Information				Applications								Certificates			Premium					
Phase	Circ	Unit Cost	Total MC	Pri Apps	Sps Apps	Total Apps	Pri App %	Total App %	Total Volume	Avg Cov Amt	Total Issued Certs	Pndg Apps	Acpt %	Issue TAP	Avg Issue TAP	Paid Cert	Paid TAP	Avg Paid TAP	Paid Rate	TAP/M C
Phase 1 - 16	6,077,230	\$0.440	\$2,673,981	20,336	5,017	25,353	0.335%	0.417%	\$931,436,250	\$36,738.70	9,573	0	37.76%	\$3,614,238	\$377.54	8,816	\$3,270,952	\$371.02	90.50%	1.223
Phase 17	560,190	\$0.427	\$238,977	1,529	382	1,911	0.273%	0.341%	\$76,420,000	\$39,990	663	0	34.69%	\$294,541	\$444.26	604	\$263,578	\$436.39	89.49%	1.103
Phase 18	414,992	\$0.467	\$193,801	1,019	216	1,235	0.246%	0.298%	\$53,067,500	\$42,970	463	0	37.49%	\$203,360	\$439.22	419	\$180,381	\$430.50	88.70%	0.931
Phase 19	137,715	\$0.524	\$72,163	269	74	343	0.195%	0.249%	\$15,480,000	\$45,131	133	0	38.78%	\$63,192	\$475.13	118	\$54,951	\$465.69	86.96%	0.761
Phase 20	220,999	\$0.520	\$114,919	250	47	297	0.113%	0.134%	\$8,285,000	\$27,896	90	0	30.30%	\$42,987	\$477.63	81	\$39,635	\$489.32	92.20%	0.345
Phase 21	141,721	\$0.600	\$85,033	218	40	258	0.154%	0.182%	\$7,035,000	\$27,267	73	0	28.29%	\$37,606	\$515.15	65	\$34,549	\$531.52	91.87%	0.406
Phase 22	220,882	\$0.600	\$132,529	300	61	361	0.136%	0.163%	\$12,105,000	\$33,532	0	67	18.56%	\$0	\$0.00	0	\$0	\$0.00	0.00%	0.000
Phase 23	0	\$0.000	\$0	10	0	10	0.000%	0.000%	\$430,000	\$43,000	0	1	10.00%	\$0	\$0.00	0	\$0	\$0.00	0.00%	0.000
<b>Total</b>	<b>7,552,847</b>	<b>\$0.447</b>	<b>\$3,378,874.44</b>	<b>23,621</b>	<b>5,776</b>	<b>29,397</b>	<b>0.313%</b>	<b>0.389%</b>	<b>\$1,091,723,750</b>	<b>\$37,137</b>	<b>10,995</b>	<b>0</b>	<b>37.40%</b>	<b>\$4,255,925</b>	<b>\$387.08</b>	<b>10,103</b>	<b>\$3,844,047</b>	<b>\$380.49</b>	<b>90.32%</b>	<b>1.138</b>