
Direct Health Postal

Consumers looking for health insurance fill out a detailed survey about themselves, their household, which coverage they're looking for & are contacted by a Direct Health representative with applicable health insurance options matching their needs.

ID NUMBERS

Manager ID
NextMark ID 471101
mIn ID
SRDS ID

SEGMENTS

1,398,554	Total Universe / Universe Rate	\$75.00/M
108,344	1 Month	
301,223	3 Month	
563,442	6 Month	
869,553	12 Month	

MEDIA TYPE

Consumer



SOURCE

Internet/On-Line

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	02/07/2017
New to Manager	12/05/2016
Counts Through	12/05/2016

DATA CARD MAINTENANCE

New To System	12/05/2016
"New to System" Announcement	
Last Update	02/07/2017
Next Update	01/09/2017
Update Frequency	MONTHLY

DESCRIPTION

Consumers looking for health insurance fill out a detailed survey about themselves, their household, which coverage they're looking for & are contacted by a **Direct Health** representative with applicable health insurance options matching their needs.

Direct Health offers quotes & information on Insurance:
Individual, Family, Discount, Short-Term, Maternity, Medicaid, Medicare,
Prescription, COBRA, Dental & Vision.

Monthly Hotline: 80k-90k

Selections Available:

Gender
Age / Date of Birth
Income
Marital Status
Has Insurance / Does Not Have Insurance
Length at Residence
Currently Employed
Occupation
Student
Level of Education
Desired Health Coverage Type
Self Employed
Household Size
Homeowner
Number of Children

SELECTS

Precense of Child	\$10.00/M
Age	\$10.00/M
Income	\$10.00/M
Gender	\$10.00/M
Date of Birth	\$10.00/M

AVERAGE INCOME

Value	\$45,000.00
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MINIMUM ORDER

Minimum Quantity	5,000
Minimum Price	\$0.00

Married **\$10.00/M**
 Insurance/No Insurance **\$10.00/M**
 Length at Residence **\$10.00/M**
 Currently Employed **\$10.00/M**
 Occupation **\$10.00/M**
 Currently Student **\$10.00/M**
 Level of Education **\$10.00/M**
 Desired Health Coverage Type **\$10.00/M**
 Self Employed **\$10.00/M**
 Household Size **\$10.00/M**
 Number of Children **\$10.00/M**
 Uses Tobacco **\$10.00/M**

MANAGER
Key Marketing Advantage

GENDER

Male %
 Female %

COMMISSIONS

Broker **20%**
 Agency **15%**

NET NAME ARRANGEMENTS

Net Name is not allowed

EXCHANGES

Exchange is not allowed

REUSE

Reuse is not allowed

CANCELLATION

Charges

KEY CODING

Key Coding is not available

ADDRESSING

SPECIAL INSTRUCTIONS

CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Sara McCobb Hubbell Key Marketing Advantage 7 Edmond Road, Suite 100 Newtown, CT 06740	Sr. Account Manager	SaraH@KeyMarketingAdvantage.com	(203) 491-2200 x102	(203) 491-2201
Rita Verna		RitaV@keymarketingadvantage.com	(203) 491-2200 x115	

★ = Primary contact