



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

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

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

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

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



Mixing Poor Leads

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

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

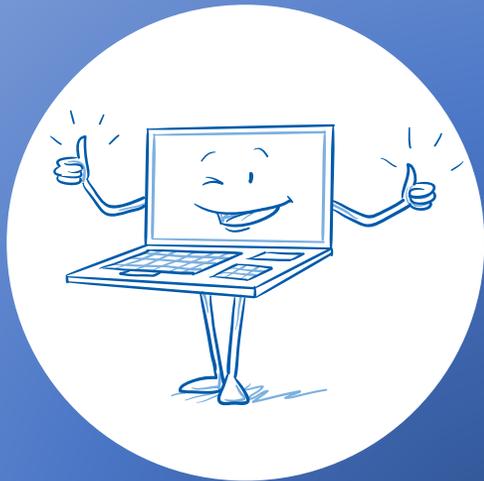


Our acquisition strategy is omnichannel; we're online and offline.

THE SOLUTION

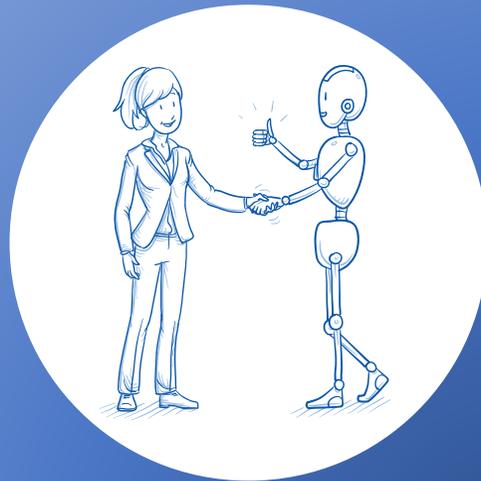
WE DRIVE ENGAGEMENT THROUGH MICRO-COMMITMENT

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.

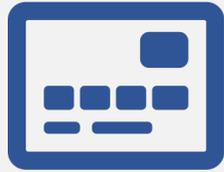
Closing the Loop



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

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

61 Million

61 Million people were enrolled in Medicare in 2019



ON MEDICARE
ADVANTAGE 2019

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

9.1 Million

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



A STRATEGIC COMPETITIVE
ADVANTAGE

6.6 Million

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



MORE ADVANTAGE
PLAN CHOICES

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

