

# BETTER MEDICARE ALLIANCE

30-DAY CAMPAIGN (MAY 5 - JUNE 5, 2020)

A Case Study

## OVERVIEW

Better Medicare Alliance partnered with CQ Roll Call to raise awareness of how the association was responding to the COVID-19 crisis. Through CQ Roll Call's sponsored content platform, BMA was able to reach and achieve meaningful engagement with their key audience, Congress. During the campaign, CQ Roll Call promoted BMA's sponsored content page on Roll Call's homepage, in CQ Roll Call newsletters, and on CQ Roll Call social media channels.

## REACHING THE INFLUENCER NETWORK YOU NEED

- 46% of subscribers write or directly influence legislation
- 97% of DC DMA more likely to visit RollCall.com than other political publications
- 85% of subscribers believe Roll Call delivers the most relevant news for Capitol Hill Staffers
- 48% of subscribers have an average HHI of over \$100,000

## RESULTS THAT SPEAK VOLUMES

BMA's sponsored content campaign yielded the following results:

- 4 mins 17 seconds average time on page
- \$6 average cost per minute of engagement
- 9.17% click out rate from landing page to BMA's published report

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OUTREACH IMAGES

