

PAID SEARCH

ADVERTISING CAMPAIGN

October 3, 2011 – February 28, 2013

03 WHOM ARE WE COMMUNICATING WITH?

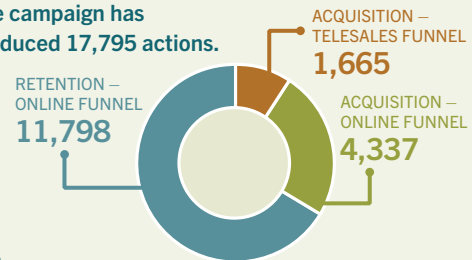
SEGMENT	IMPRESSIONS	CLICKS	CTR
Individuals U65	491,339	20,147	4.11%
Individuals O65	707,895	35,911	4.81%
Small Businesses	10,121	481	4.97%

KEY INSIGHT

- > The overall CTR is 4.68 percent. We are producing nearly double the average CTR for health care (2.44 percent).
- > 41.4 percent of people who visit one of our campaign landing pages decides to take further action.
- > The O65 campaign produced the most activity. We need to continue to advertise and provide online solutions to this segment.

04 WHAT'S BEHIND THE NUMBERS?

The campaign has produced 17,795 actions.



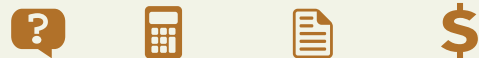
KEY INSIGHT

- > Our members are actively shopping online and producing the highest number of actions.
- > A high CTR and action rate means our ads and landing pages are relevant.

05 WHAT'S NEXT?

- > Application of Google Analytics. Will provide real-time and more accurate tracking, including conversion through the sales funnel:

INQUIRY → QUOTE → APPLICATION → SOLD



- > Creative changes to align with Wellmark's new brand.
- > Testing messages and calls to action. Will provide real-time optimization opportunities.

01 CAMPAIGN OBJECTIVES



Capture consumers searching for health insurance online at the moment they are researching and possibly ready to purchase



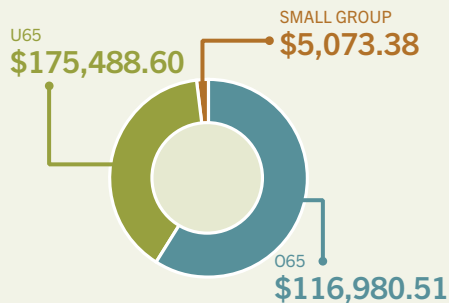
Drive consumers to Wellmark campaign landing pages and engage through designated actions



Message to the following segments: Individuals U65, Individuals O65 and Small Businesses.*

*The Small Business Campaign was paused on November 2, 2012 due to budget limitations.

02 PAID MEDIA SPEND



KEY INSIGHT

The Paid Search Advertising Campaign is Wellmark's highest performing campaign. 12 percent of TeleSales leads are being converted to a sale.



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BUILD YOUR CAREER IN DALLAS COUNTY

JOIN OUR TEAM - DALLAS COUNTY DEPUTY SHERIFF

**SEEKING QUALIFIED
INDIVIDUALS
WHO ARE:**

TEAM PLAYERS
SELF MOTIVATED
PROBLEM SOLVERS



PROFESSIONAL
DEDICATED & RELIABLE
EAGER TO HELP



OPPORTUNITIES IN PATROL

- Day/Afternoon/Midnight
- Shifts 5 days on, 3 off
- Investigations
- Civil
- Drug Task Force
- FBI Task Force
- K-9
- Field Training Officer
- Firearms Instructor
- Other specialty trained positions

BENEFITS

**Dallas County offers a comprehensive
benefits package including:**

TAKE HOME CAR | PATROL RIFLE

PAID UNIFORMS AND DRYCLEANING

HEALTH INSURANCE | DENTAL | VISION

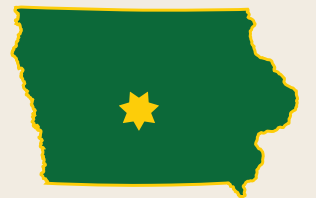
LIFE INSURANCE | LONG TERM DISABILITY

VACATION AND SICK TIME | PAID HOLIDAYS

PARTICIPATION IN THE IPERS RETIREMENT PROGRAM

BEGINNING JULY 1, 2018 SALARY RANGE IS \$22.72-28.07
AN HOUR DEPENDING ON QUALIFICATIONS

ABOUT DALLAS COUNTY



Dallas County is the fastest growing county in Iowa according to the 2010 US Census and the 6th fastest growing county in the United States with an estimated current population of 85,000 residents.



In October 2019, the new Dallas County Sheriff's Office and jail facility will open in Adel, Iowa.

DCSO is a progressive agency that has made a commitment to technology and preparing our Deputies with the best equipment. We have recently upgraded our radio system and implemented a new records/mobile software program. We will remain committed to train and equip our Deputies.

HOW TO APPLY

Dallas County is an Equal Opportunity Employer. Women, minorities, and persons with disabilities are encouraged to apply. We look forward to hearing from you, please visit:

www.dallascountyiowa.gov/government/human-resources/job-opportunities

On Time, Under Budget, No Surprises

The Home Buying Process



LEARNING/PREPARATION

- 1 Free Home Loan Report (a/k/a Pre-Qualification)** – Simply complete our 10 minute survey and we'll have a one-on-one call to discuss the details of your customized free home loan report! Go to www.applywithtyler.com and in 10 minutes we'll have what we need to prepare it for you! Answer these questions: What down payment will you need?, What credit score will you need?, What loan programs are available?, What are interest rates?, What will closing costs be?, What will your monthly payment be?, How much home can you afford to buy?
- 2 Gather documents for pre-approval** – We help you prepare for the home buying process by reviewing all of your documents with you so that you'll have a smooth and surprise-free process!
- 3 Receive your Unfair Advantage Pre-Approval letter** – You'll be prepared to write an offer when you find the right home. More than just a standard pre-approval letter, this pre-approval gives you a better position for your negotiation on your new home.
- 4 Expert Homebuyer Meeting** – An in-person opportunity to talk through the entire home buying process and what you should expect with the details of your purchase. You'll be able to determine how much money to expect to need at closing, the payment to anticipate, what you should ask for in your negotiation once you find the right house, etc.
- 5 Find your dream home!** – Work with your Realtor to find the perfect place to call home.

IMPLEMENTATION

- 6 Write an offer with your Realtor on your new home!** *This is where you write your first check, the earnest money.
- 7 Offer accepted!** – This is when both you and the seller have signed off on the final terms of your new home purchase.
- 8 The No Surprises Decision Making Meeting** – After your offer is accepted, we'll get together and discuss the details of your new home purchase! Determine your final payment on the new home, determine exactly what you should expect to write a check for at closing, schedule the closing time for your closing, discuss locking in your interest rate and set a timeline for the rest of the process.
- 9 Get a property inspection on the home** – *This is the 2nd check you'll write. This is your opportunity to make sure the house is in mechanically sound condition.
- 10 Home appraisal** – We order a home appraisal to confirm the home is valued at what you're purchasing it for.
- 11 Underwriting** – Our underwriting team will review the documentation we've put together for your loan approval. If there are any additional needs, we'll ask for them at this time.
- 12 Final Underwriting Review** – Once we've collected any documentation needed for the final approval, the underwriter will review it and confirm we're clear to close!

IT GETS REAL

- 13 Final Walk-Through of Your New Home** – An opportunity to do one last inspection of your new home prior to closing!
- 14 Under Budget Final Numbers Review** – Receive a copy of all of your closing documents days before actually attending closing. This is an opportunity to review all of the closing documents if you'd like and be able to go get a cashier's check for the balance of the down payment.
- 15 The On-Time Closing** – In 30 minutes, you'll review documents with an attorney, sign them, and then receive keys to the new house!
- 16 Moving Day!**

Call/Text: 515-257-6729

Email: Team@TylerOsbyTeam.com

Learn More: www.applywithtyler.com

Workshop Details:

www.ultimatehomebuyingworkshop.com