

Axios x BCBSA

H1 2021 Recap



Axios Vitals Newsletter

Key performance takeaways

Top-performing week: April 19 | .90% CTR

The big picture: Blue Cross Blue Shield Association had Vitals presence in 2021 weeks of:

- **2/15, 3/22, 4/19, 5/17, 6/14**

The details:

641,497
H1 opens

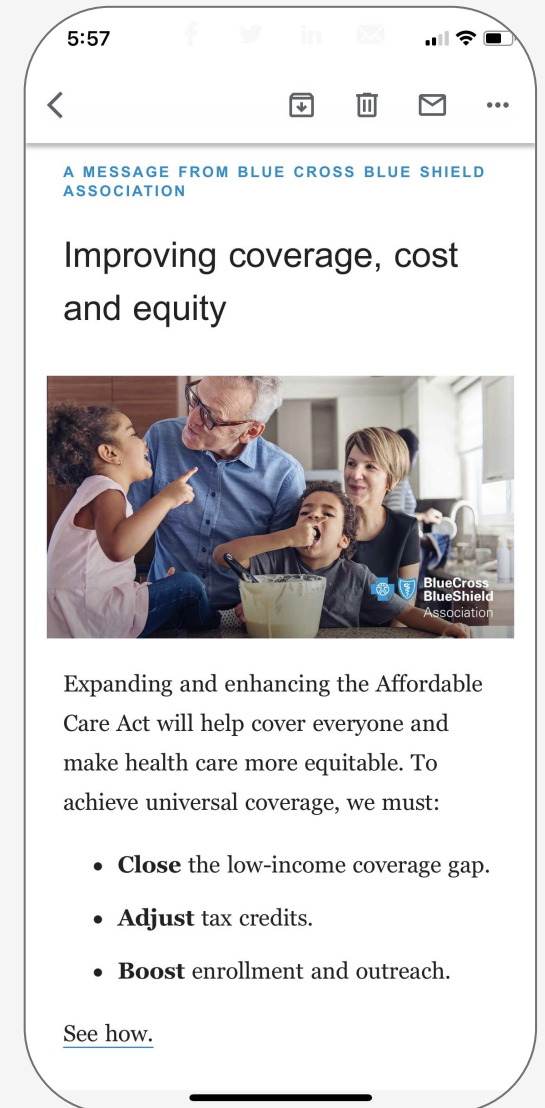
4,742
Readers driven to
BCBSA's website

.73%
Average CTR

Highlights:

- BCBSA's weekly performance was consistently **1.4X** the Axios benchmark or above.

Vitals weekly benchmark: 0.46%



Axios Vitals Newsletter

Top performing creatives

Insights/Recs:

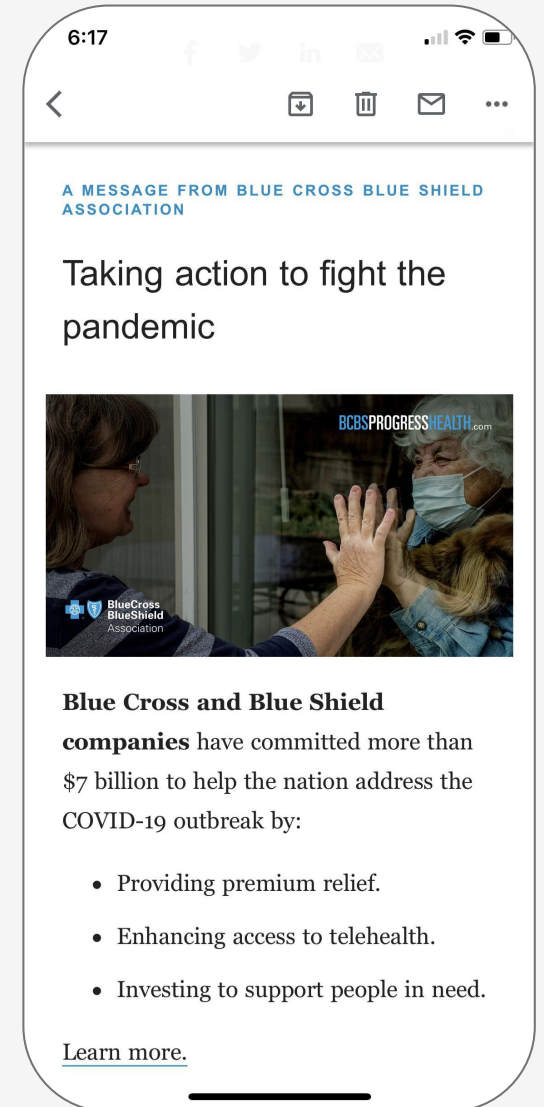
- **Top performing creatives** utilized data stats and photos with children.
- **Engagements were higher** when BCBSA's messaging topics were aligned with trending topics such as fighting the pandemic and healthcare disparities.
- "Reducing racial disparities in maternal health" was the best performing creative in weeks of 4/19 and 5/22, as well as the most clicked creative overall in BCBSA's runs.
- **Consider leveraging brighter imagery;** eye-catching red, green, orange hues tend to outperform more traditional hues (brown, grey, natural).

Most clicks overall: **198** on 4/21



CTR: 0.77%

Most clicked creative week of 2/15: **353**



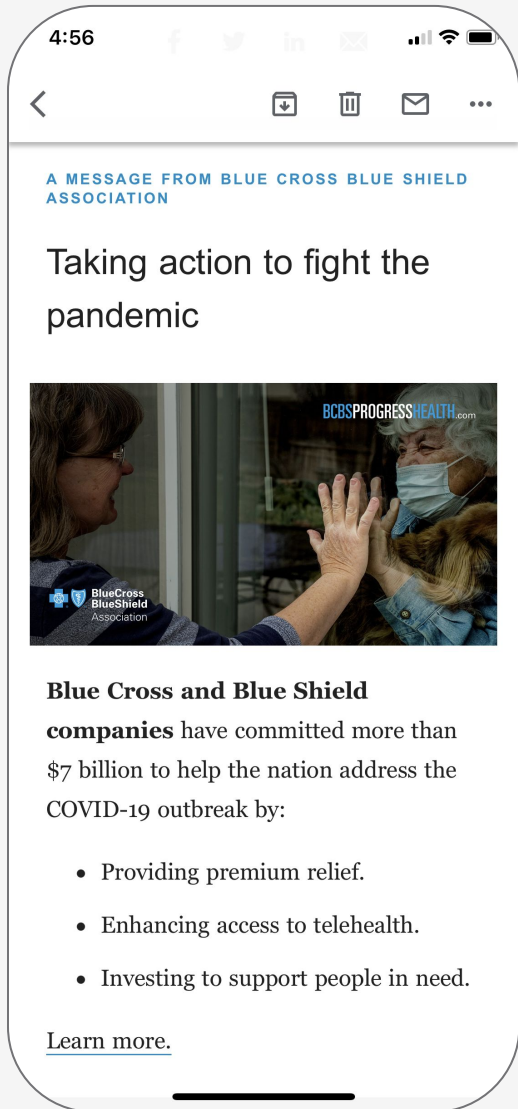
CTR: 0.33%

Screenshot Library

Axios Vitals Newsletter

Sends: 472,297
Opens: 107,742

Week of 2.15



Clicks: **353** // CTR: **0.33%**



Clicks: 124 // CTR: **0.24%**

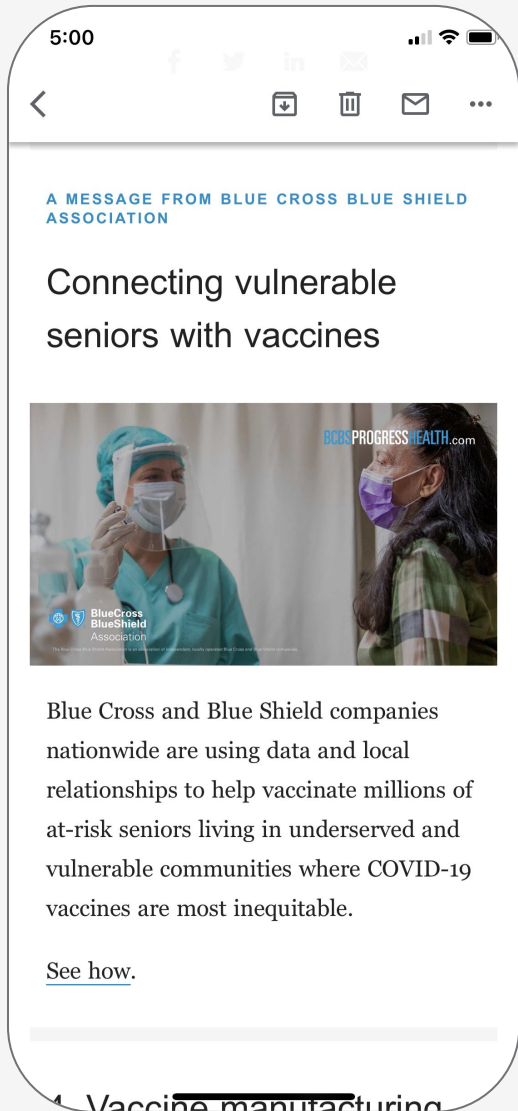


Clicks: 174 // CTR: **0.31%**

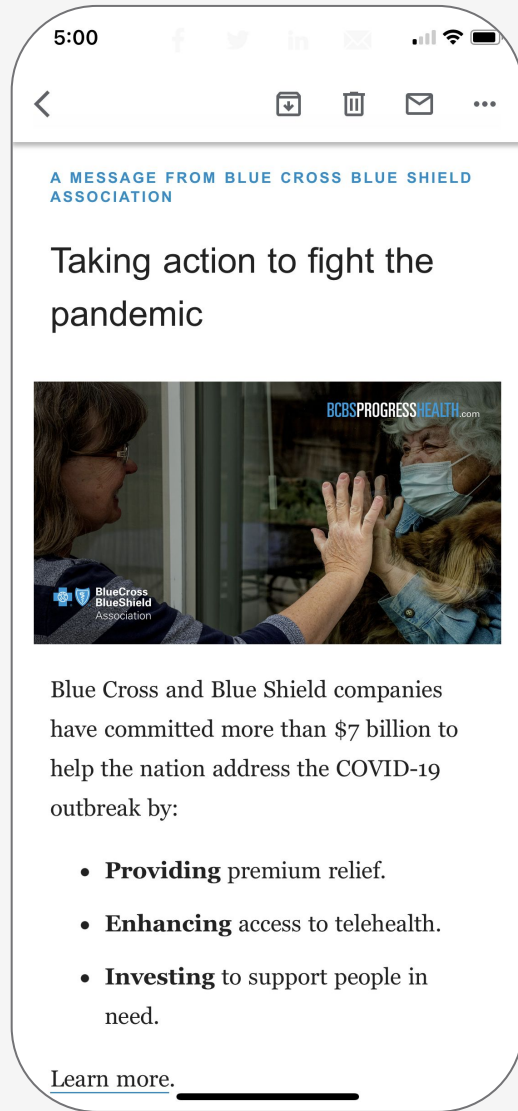
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Sends: 586,437
Opens: 143,604

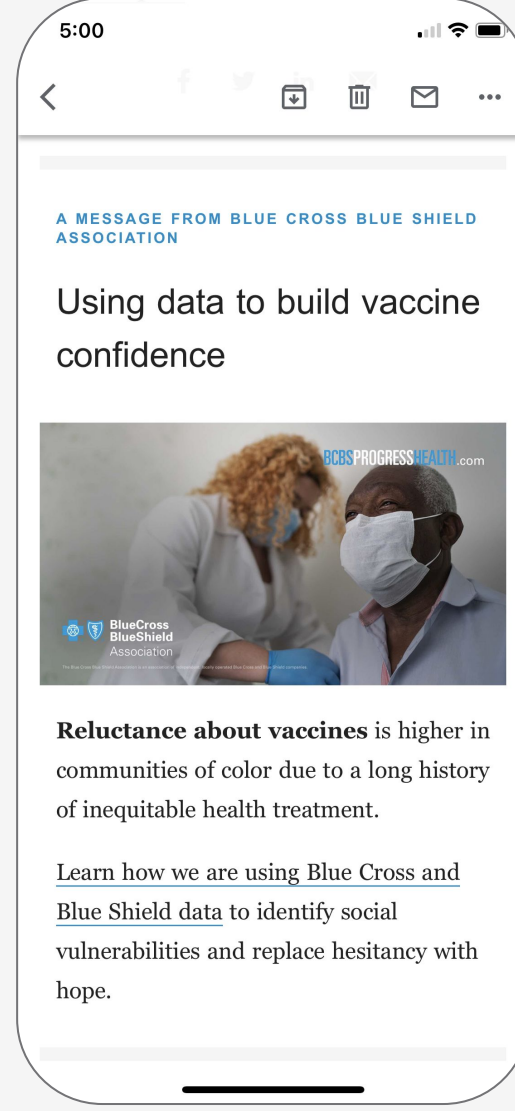
Week of 3.22



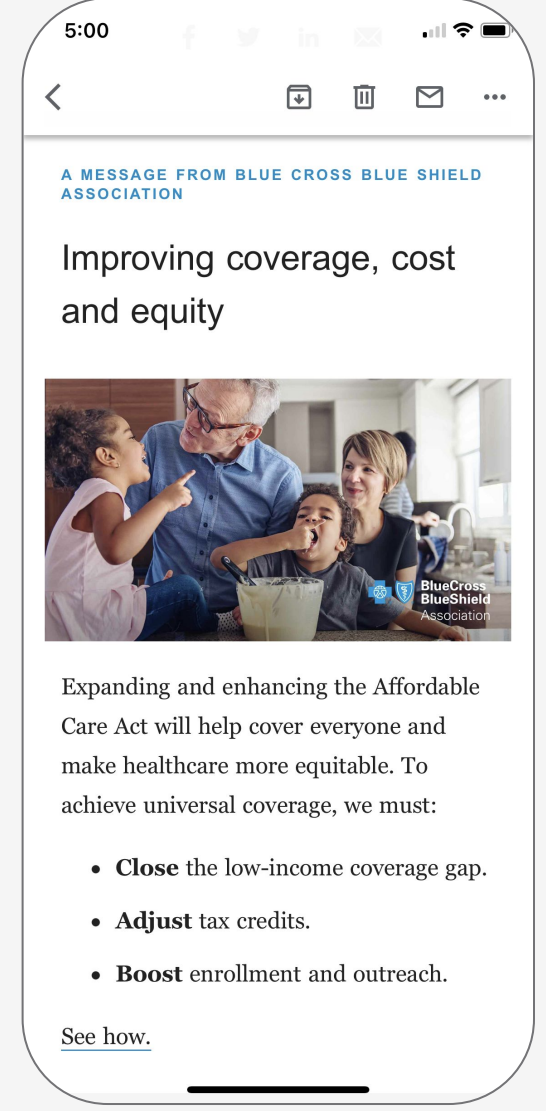
Clicks: 301 // CTR: 0.35%



Clicks: 212 // CTR: 0.25%



Clicks: 280 // CTR: 0.48%



Clicks: 180 // CTR: 0.31%

Axios Vitals Newsletter

Sends: 585,532
Opens: 135,084

Week of 4.19

5:09

A MESSAGE FROM BLUE CROSS BLUE SHIELD ASSOCIATION

Reducing racial disparities in maternal health



Women of color are two to three times more likely to die from pregnancy-related complications than white women.


See how Blue Cross and Blue Shield companies nationwide are working to [reduce racial maternal health disparities by 50% in five years.](#)

Clicks: 631 // CTR: 0.59%

5:08

A MESSAGE FROM BLUE CROSS BLUE SHIELD ASSOCIATION

Connecting vulnerable seniors with vaccines



Blue Cross and Blue Shield companies nationwide are using data and local relationships to help vaccinate millions of at-risk seniors living in underserved and vulnerable communities where COVID-19 vaccinations are most inequitable. [See how.](#)


4. [The rise of vaccine card](#)

Clicks: 280 // CTR: 0.35%

5:09

A MESSAGE FROM BLUE CROSS BLUE SHIELD ASSOCIATION

Reducing racial health disparities



The coronavirus pandemic has magnified racial health disparities to deadly proportions. Learn how Blue Cross and Blue Shield companies are working in local communities to [reduce disparities and address social determinants of health.](#)

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Axios, [3100 Clarendon Blvd., Suite 1300, Arlington VA](#)

Clicks: 131 // CTR: 0.46%

5:09

A MESSAGE FROM BLUE CROSS BLUE SHIELD ASSOCIATION

Improving coverage, cost and equity



Expanding and enhancing the Affordable Care Act will help cover everyone and make health care more equitable. To achieve universal coverage, we must:

- **Close** the low-income coverage gap.
- **Adjust** tax credits.
- **Boost** enrollment and outreach.

[See how.](#)

Clicks: 174 // CTR: 0.32%

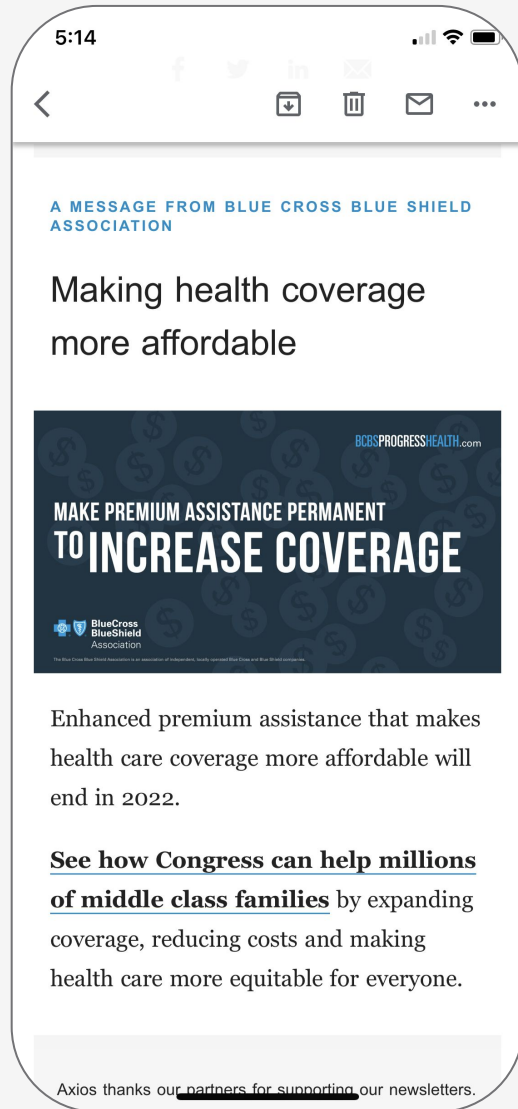
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Sends: 589,874
Opens: 118,643

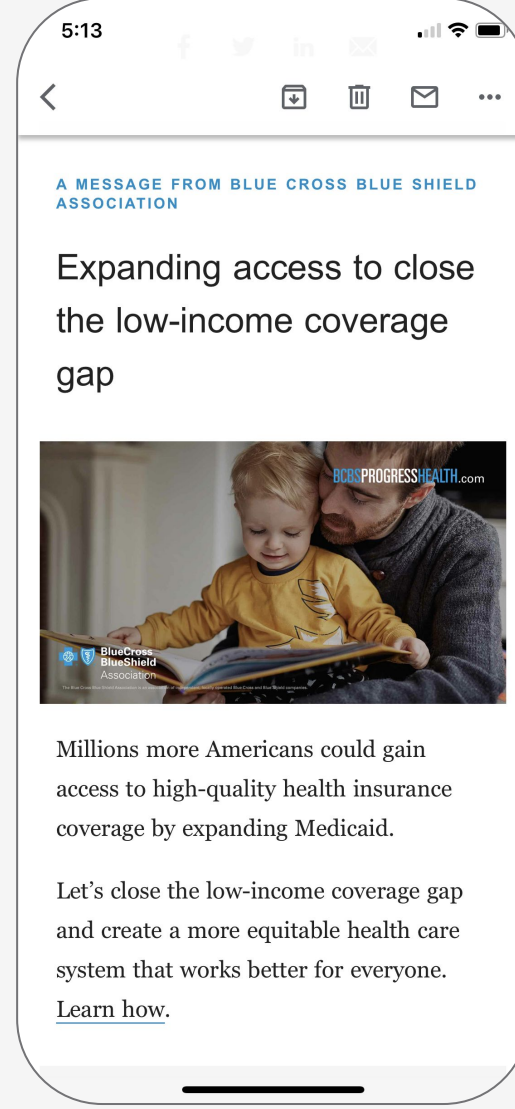
Week of 5.17



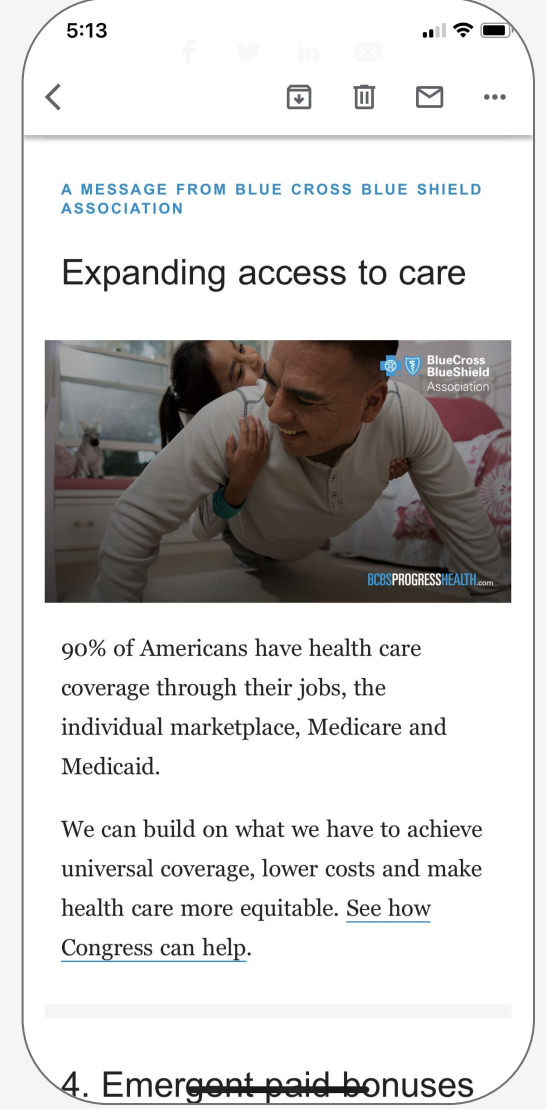
Clicks: 372 // CTR: 0.51%



Clicks: 292 // CTR: 0.40%



Clicks: 161 // CTR: 0.38%



Clicks: 174 // CTR: XXX

Axios Vitals Newsletter


Sends: 381,136
Opens: 136,424

Week of 6.14

5:17

A MESSAGE FROM BLUE CROSS BLUE SHIELD ASSOCIATION

Expanding access to care



90% of Americans have health care coverage through their jobs, the individual market, Medicare or Medicaid.

We can build on what we have to achieve universal coverage, lower costs and make health care more equitable. [See how Congress can help.](#)


4. The good news: Suits are slowing down

Clicks: 327 // CTR: 0.39%

5:17

A MESSAGE FROM BLUE CROSS BLUE SHIELD ASSOCIATION

Continuing the fight for America's health



Nationwide, Blue Cross and Blue Shield companies are supporting communities and [helping Americans get vaccinated](#) by:

- **Building** confidence in vaccines.
- **Partnering** to meet local needs.
- **Connecting** with the most at-risk.

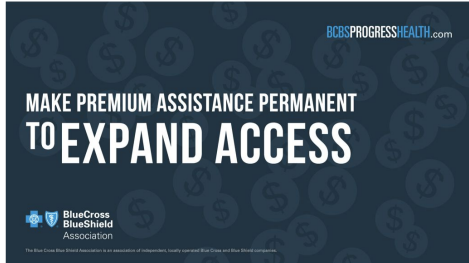
For the health of America.

Clicks: 252 // CTR: 0.30%

5:18

A MESSAGE FROM BLUE CROSS BLUE SHIELD ASSOCIATION

Making health coverage more affordable



Enhanced premium assistance that makes health care coverage more affordable **will end in 2022.**

[See how Congress can help millions of middle class families](#) by expanding access, reducing costs and making health care more equitable for everyone.


4. States don't want to

Clicks: 178 // CTR: 0.34%

5:18

A MESSAGE FROM BLUE CROSS BLUE SHIELD ASSOCIATION

Connecting the vulnerable with vaccines



Blue Cross and Blue Shield companies nationwide are using data and local relationships to help vaccinate millions of at-risk Americans living in underserved and vulnerable communities where COVID-19 vaccinations are most inequitable.

[See how.](#)

[Like this style and format?](#)

Clicks: 146 // CTR: 0.28%