

Increase Enrollments with your **Shopping Link**

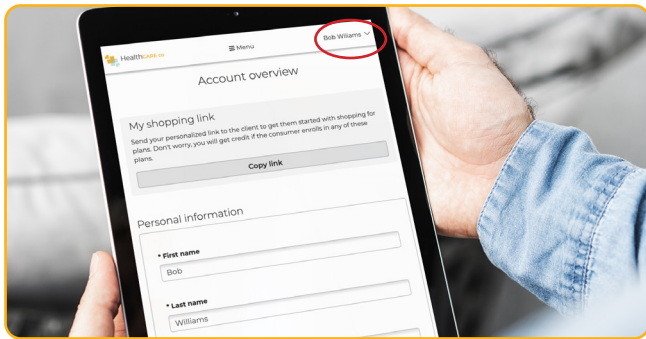
Your Shopping Link (Personalized URL) is a highly effective marketing tool used to direct consumers to an experience that connects you to every enrollment.

Send your system-generated Shopping Link via social media or include in your email signature for beneficiaries to shop and enroll on your agency's website.

Benefits of your personalized Shopping Link:

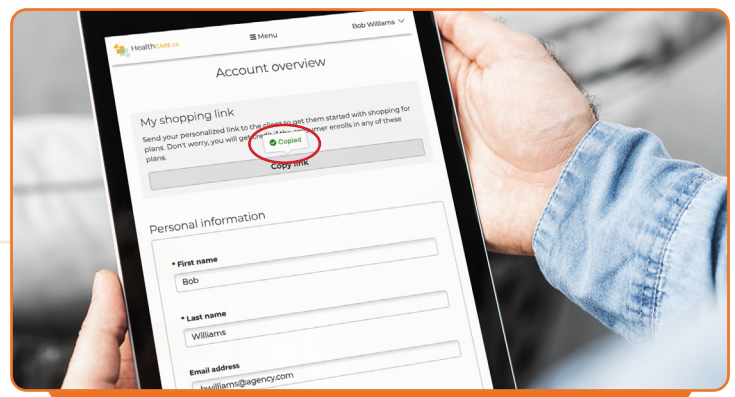
- Encourages self-service enrollments
- Allows beneficiaries to reach out with questions, as your contact info is on every page
- Supports telework since everything is done electronically
- Displays only plans you are licensed to sell
- Automatic updating of your Book of Business with beneficiary enrollment information

Where to find your Shopping Link and how to use it:



1. After logging on to the portal, navigate to the upper right-hand corner to find your name. Click YOUR NAME and then ACCOUNT OVERVIEW.

2. Click COPY LINK. This link is automatically generated by the system and is unique to you

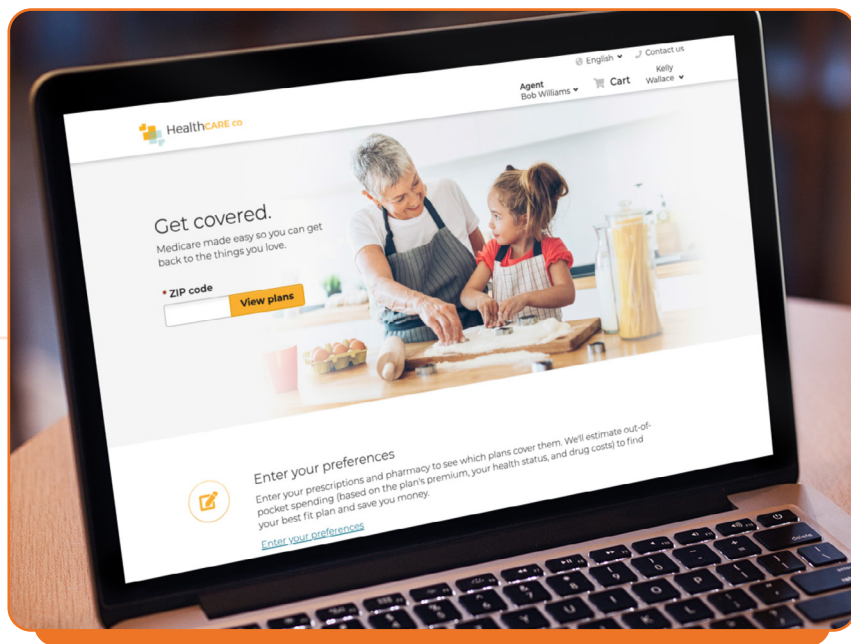


3. Once you have COPIED your Shopping Link, you can PASTE it onto your social media profiles. Since your Shopping Link belongs only to you, it will connect you to every enrollment.

Bob Williams
bwilliams@abcgroupp.com
ABC Insurance Group
Click here to shop Medicare Advantage plans
800-500-9100

4. When using the link in your email signature, turn your Link into TEXT and make it a hyperlink to direct beneficiaries to your site.

Your Shopping Link directs the beneficiary to your agency's website for their self-service experience



5. Each beneficiary will be directed through this link to shop and compare plans, and easily enroll in their best fit plan.
6. Once a beneficiary has completed their enrollment, you will receive an email notification, so you can log on and see the details of any enrollments submitted through your shopping site. Your online Book of Business will automatically update with enrollment information under each beneficiary's profile.



Self-service enrollment success!

- ✓ Email confirmation of enrollment received in your inbox
- ✓ Book of Business updated with enrollment
- ✓ You get credit!