



wywy Launches Industry First TV Ad Syncing Campaign Using Google Search with eHealth.com

New campaign syncs online health insurance exchange's TV advertising with Google paid search campaigns

New York, 8 June 2015 – [wywy](http://wywy.com), a leading TV syncing advertising technology company, is launching a U.S.-based search engine advertising (PPC) campaign in conjunction with eHealth Inc. (NASDAQ: EHTH), America's first and largest private online health insurance exchange located online at www.eHealth.com. The new campaign will sync keywords relating to eHealth's TV advertisements with Google search to reach consumers who actively search for more information online after seeing eHealth's television ads.

wywy's TV sync technology enables advertisers like eHealth to increase its pay per click (PPC) bids to reach the top position on Google searches immediately after an ad is aired. As engaged TV viewers tend to search for advertised products within [90 seconds](#) of an ad being broadcast, wywy's SearchSync product will synchronize the eHealth PPC campaign for three minutes following certain ads, helping minimize keyword costs and maximizing return on investment. The campaign will enable engaged consumers to effortlessly click through to eHealth's website and view its advertised services, likely shortening the route to conversion.

With SearchSync, advertisers can also target competitors by intercepting searches for competing brands' TV ads, syncing keywords from these ads to their own PPC campaigns. Companies can direct competitor traffic toward their own website, using a minimal budget to encourage conversions.

"As 37%¹ of consumers research product related information following a TV ad, brands are beginning to recognize the importance of owning the top search position to capture TV inspired searchers," said Dr. Andreas Schroeter, wywy's co-founder and COO. "TV ads drive search traffic, so brands should ensure they hold that top search position rather than allowing competitors to intercept the consumer journey. eHealth is one such brand that has realized the need to proactively adjust advertising efforts to match the changing behavior of TV viewers."

"We're excited about wywy's potential to move our online ads to the top search position in the critical minutes after a TV ad has run, because we think people are more likely to search for eHealth.com at that time. The campaign is a first for us, and we hope it will improve the overall ROI of our television ads," said Jeff Bernstein, eHealth's senior vice president, marketing.

¹ IAB Study: *The Changing TV Experience: Attitudes and Usage Across Multiple Screens, March 2015*



About wywy

wywy (www.wywy.com) offers synchronization of TV and online advertising to reach viewers on their second screen devices and increase ad awareness. wywy's proprietary [TV Sync technology](#) enables advertisers to simultaneously target TV advertising in real time and across multiple screens to maximize return on investment and analyze the online impact of each campaign. Advertisers can also utilize wywy's analytics tool to compare which TV creative, networks and dayparts work best together, to optimize media plans accordingly.

wywy supports 400 channels in seven countries and has offices in the U.S., U.K., and Europe, with clients including Nissan, Hyundai, Visa, and Vodafone. For more information, please visit www.wywy.com.

About eHealth Insurance

eHealth Insurance is the nation's first and largest private health insurance exchange where individuals, families and small businesses can compare health insurance products from leading insurers side by side and purchase and enroll in coverage online. eHealth offers thousands of individual, family and small business health plans underwritten by many of the nation's leading health insurance companies. eHealth (through its subsidiaries) is licensed to sell health insurance in all 50 states and the District of Columbia. eHealth also offers educational resources and powerful online and pharmacy-based tools to help Medicare beneficiaries navigate Medicare health insurance options, choose the right plan and enroll in select plans online through PlanPrescriber.com (www.planprescriber.com), eHealthMedicare.com (www.eHealthMedicare.com) and Medicare.com (www.Medicare.com).

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