

Market Report

# Colon Cancer

## Objective

- Current colonoscopy screening is invasive and undesirable, but necessary.
- The Geneoscopy clinical trial will provide free trial-related medical care and allow participants to advance a new at-home colon cancer screening method.

## Key Metrics

- Number of unique survey submissions
- Number of qualified leads
- Number of qualified leads per region
- Survey data

## Process

### Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target men and women who have been diagnosed with Colon Cancer

### Facebook Ad Targeting

- Men and Women / Age 45-85

### Geo-Target

- Nationwide

## Results

### Run Dates

- Nov 30 – Dec 3, 2018



Optimized to ensure high consumer engagement

## Social Media



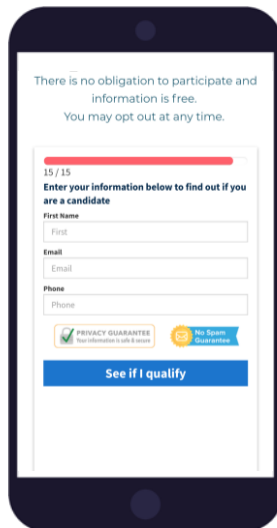
Attract

## Landing Page



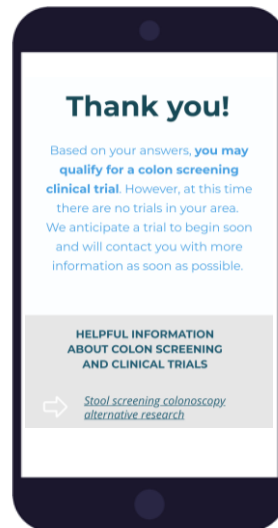
Engage

## Symptoms



Qualify

## Submit



Collect

## Our Goals

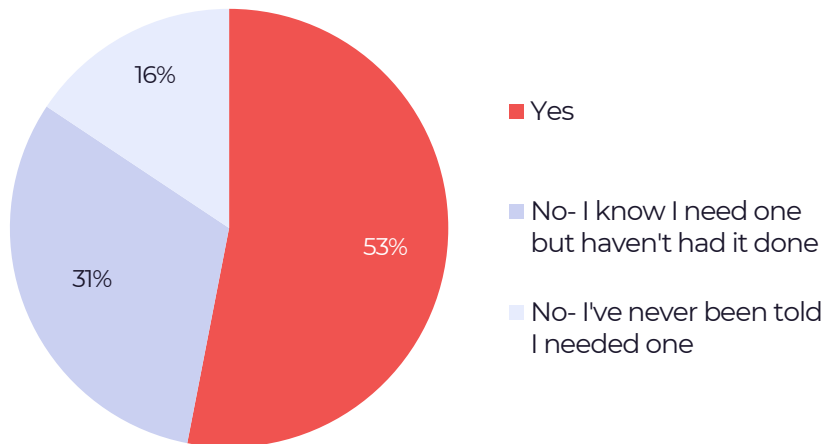


Generate clicks with illustrated ads that stand out in social newsfeed

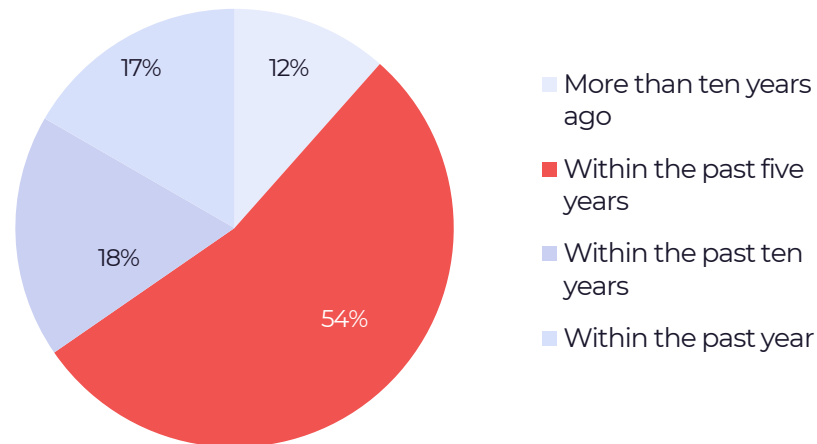


Optimize percentage of respondents who complete survey with engaging experience

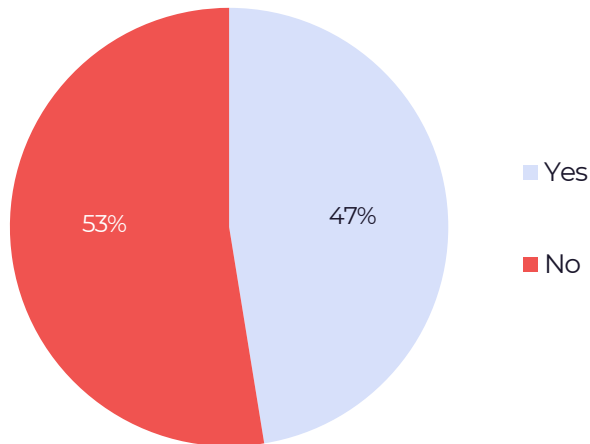
## Have you ever had a colonoscopy?



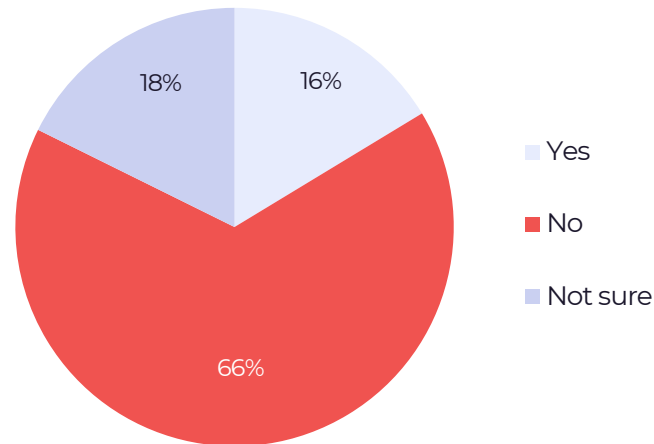
## When was your last colonoscopy?



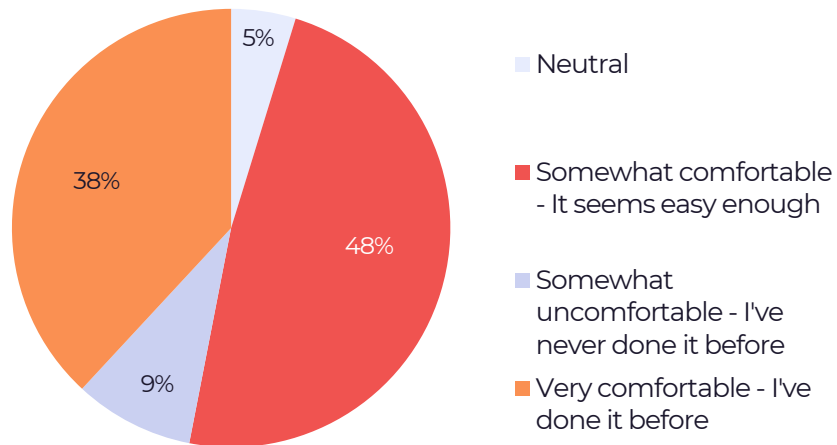
**Have you ever been diagnosed with colon cancer, polyps, or other related cancers?**



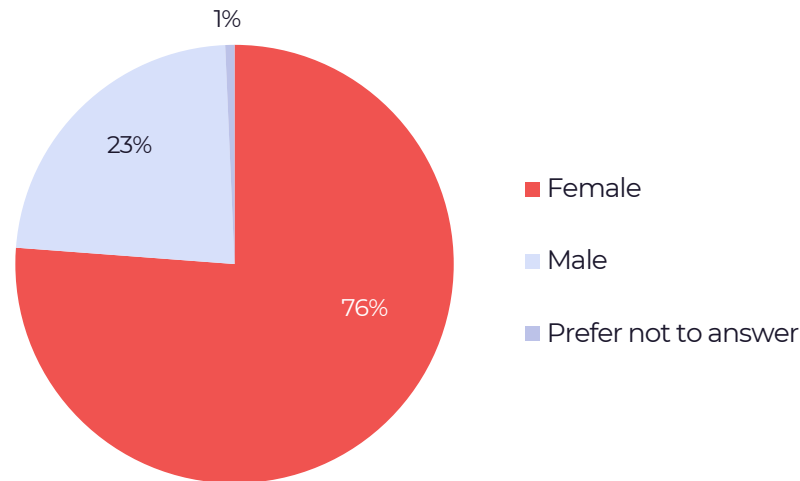
**Have you been diagnosed with a condition that places you at high risk for colon cancer?**



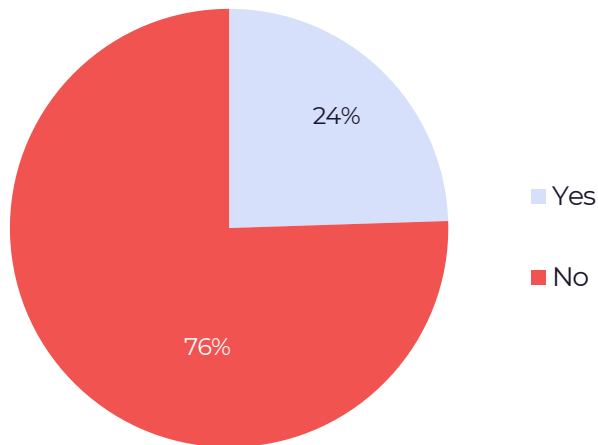
## How comfortable are you with using an at-home testing kit that requires you to collect and submit a personal body fluid sample?



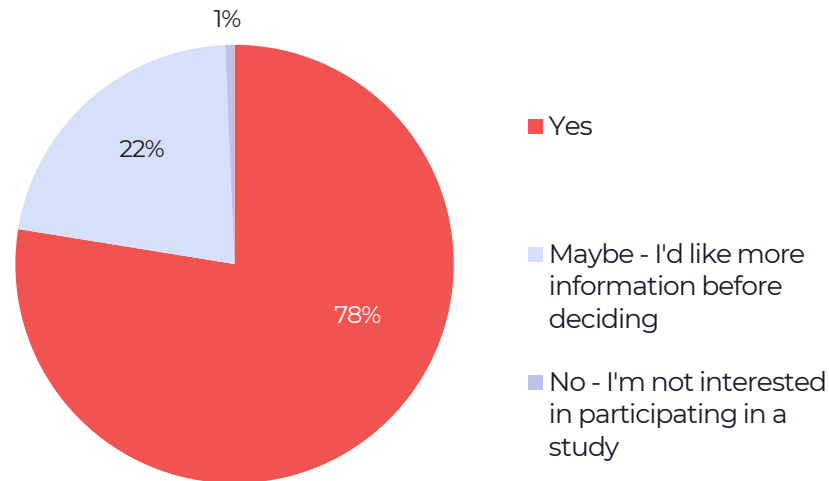
## Please select your gender



## Have any of your family members been diagnosed with colon or rectal cancer?



## Would you be interested in learning how to participate in a clinical study of an at-home no-probe colonoscopy alternative?





For more information visit  
[www.83bar.com](http://www.83bar.com)

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