



Market Report

Egg Donor

Objective

- Determine likely volume and cost of qualified candidates who complete an online survey
- Provide insight to on how to message, support, and activate prospective egg donor candidates

Dates and Target Audience

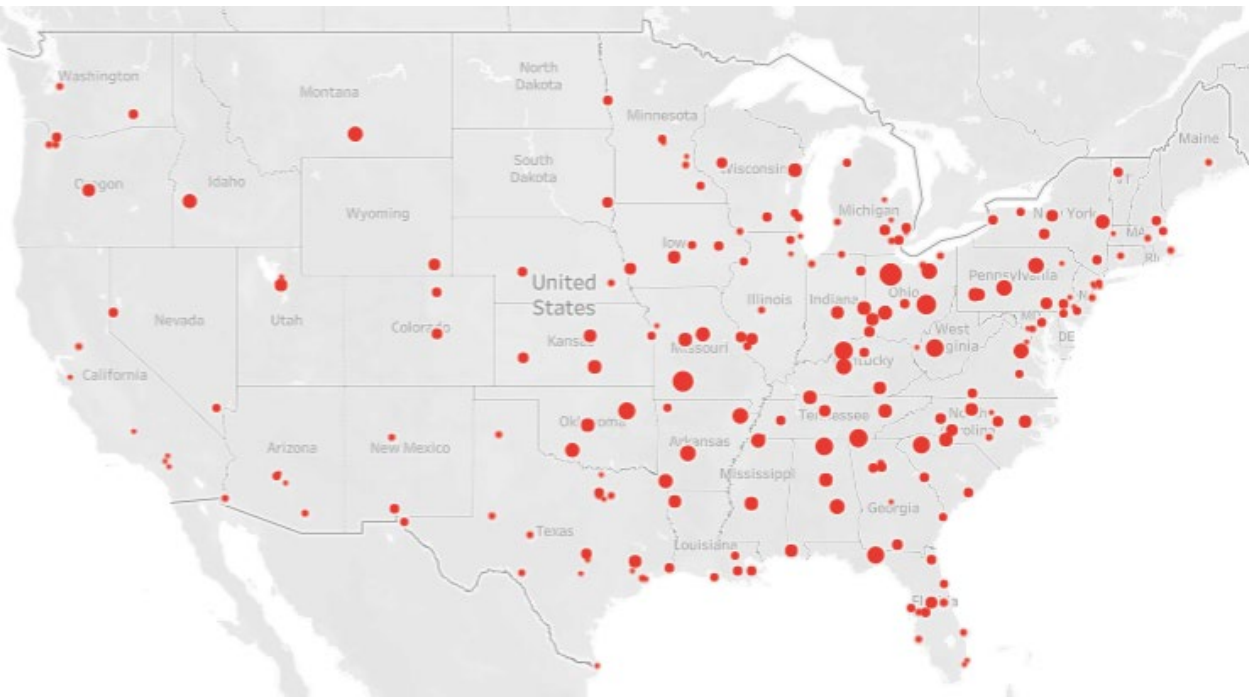
- Duration: December 10 - 14, 2020
- Platform: Facebook/Instagram
- Geotarget: Nationwide
- Target Audience: Females, Age 21-30

Definition of a qualified lead

- To qualify, a survey respondent must be between the ages of 21 and 30, in overall good health, willing to undergo medical and psychological exams, and a non-smoker. Qualified leads must also have regular menstrual cycles and both ovaries.
- Qualifications were based on the most common egg donor requirements used by various egg donation clinics throughout the United States

Key Metrics

- 924 survey submissions
- 144 survey qualified responses
- \$0.54 CPL



Key Findings

924 leads were located throughout the United States

Process

- 5 ad images
- 2 ad copy variants
- 2 landing pages
- 2 results pages
- A custom, 35-question survey to designed to pre-screen potential egg donors and gauge their interest in pursuing egg donation

Image Assets Tested



Attract patients who need treatment

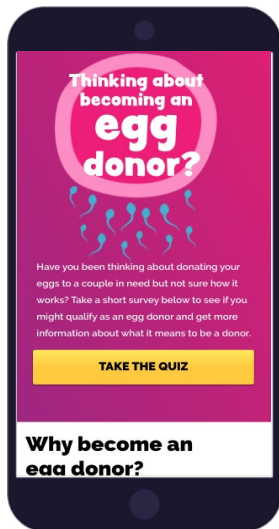
Optimized to ensure high consumer engagement

Social Media



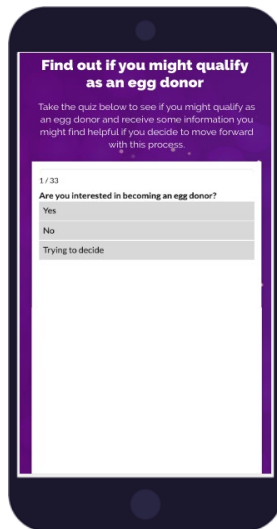
Attract

Landing Page



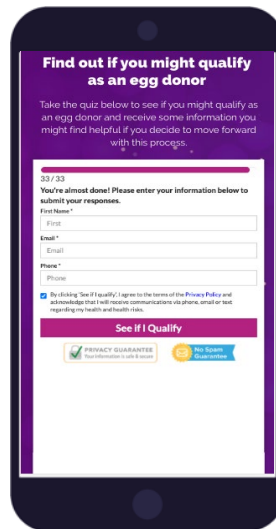
Engage

Symptoms



Qualify

Submit



Collect

Our Goals

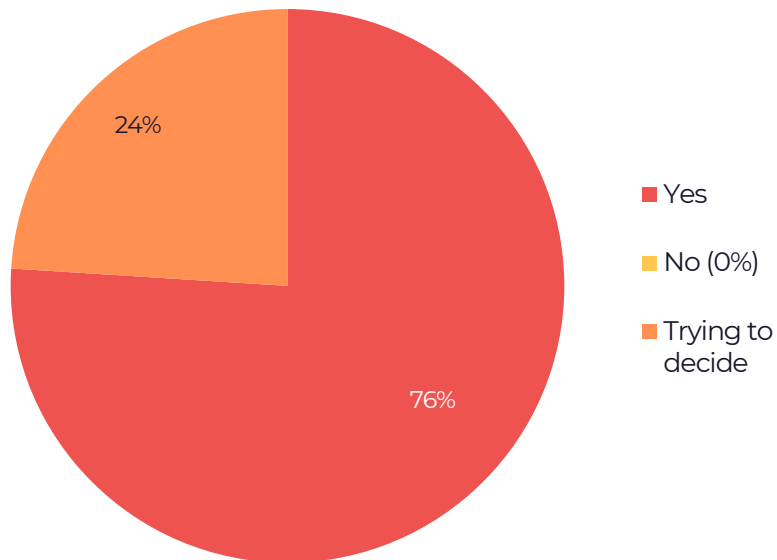


Generate clicks with illustrated ads that stand out in social newsfeed

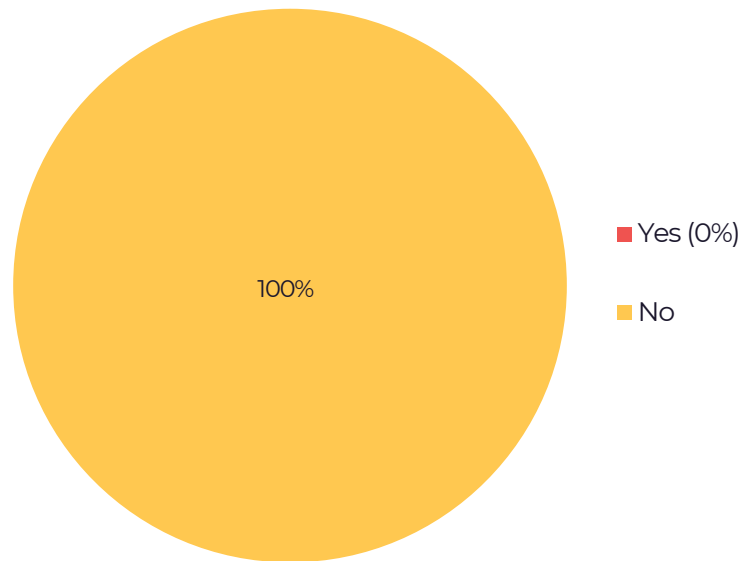


Optimize percentage of respondents who complete survey with engaging experience

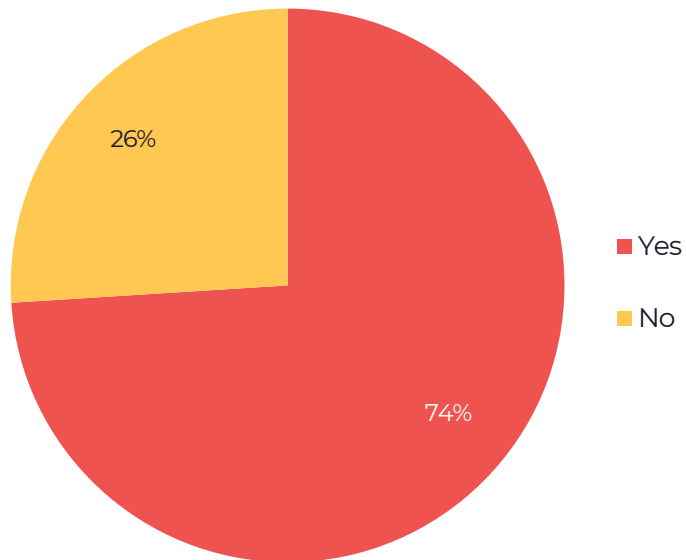
Are you interested in becoming an egg donor?



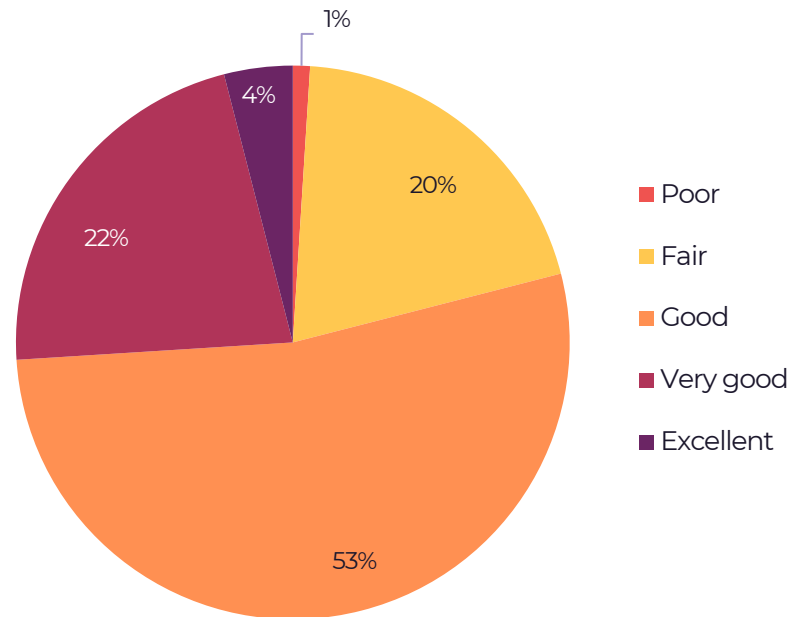
Have you previously donated your egg?



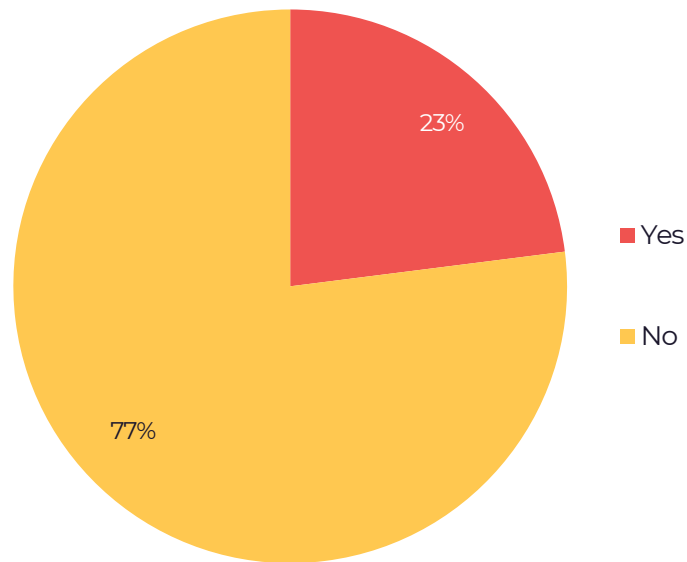
Do you have regular menstrual cycle?



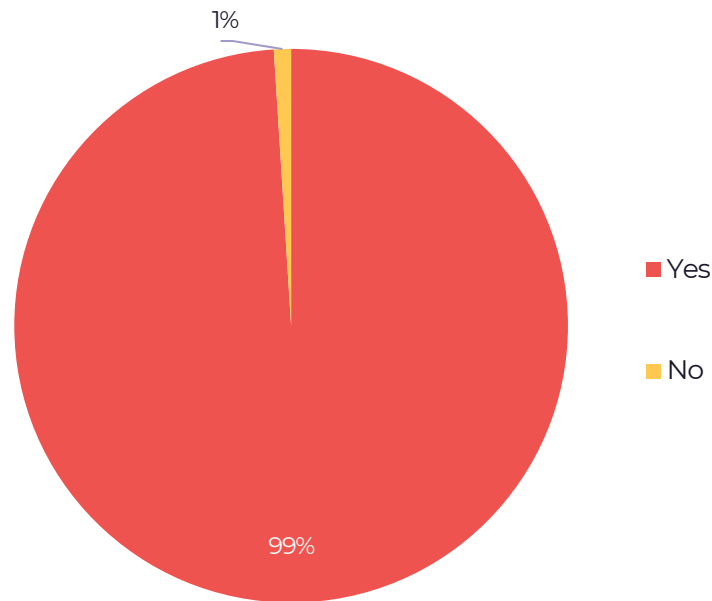
How would you describe your physical health?



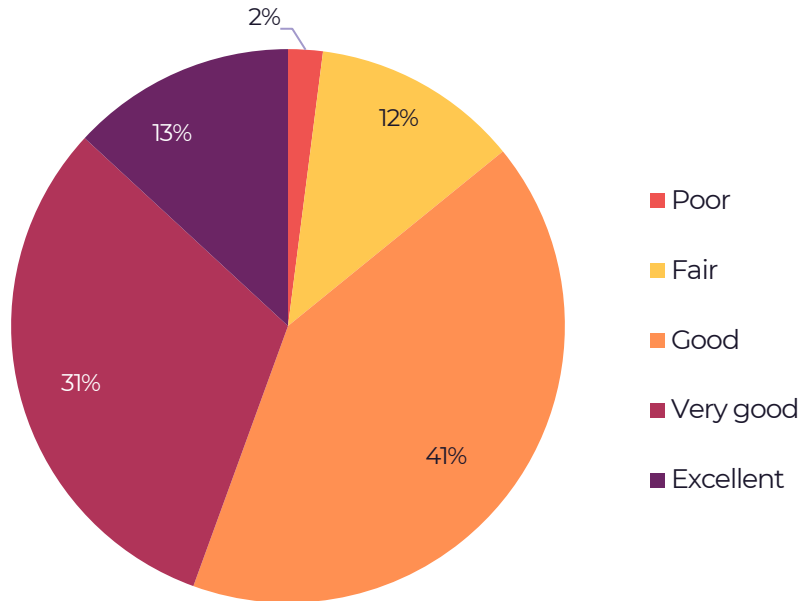
Do you use Depo-Provera injections as birth control or have a contraceptive impant?



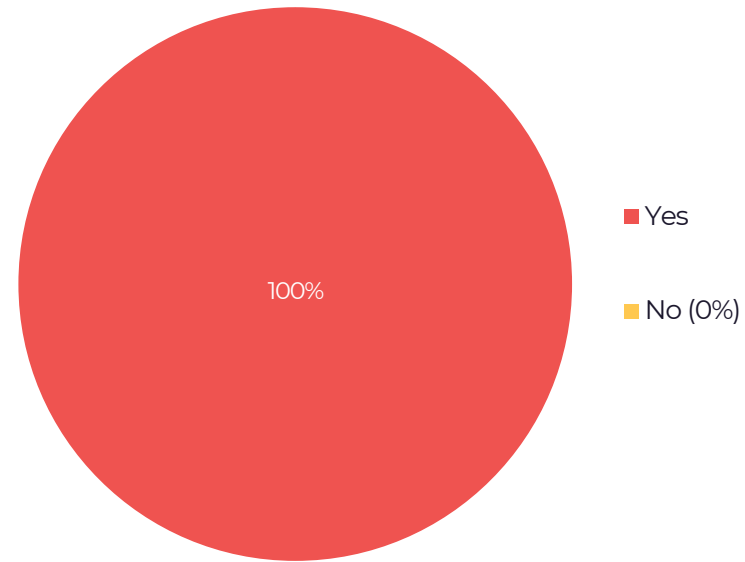
Are you willing to be tested for sexually transmitted diseases?



How would you describe your emotional and mental well-being?



Would you be willing to undergo a physical exam and vaginal ultrasound?



Conclusion

- 83bar can easily locate patient candidates throughout the United States who are interested in becoming an egg donor.
- CPL for a nationwide campaign was unusually low while patient engagement was high.
- Egg donor candidates are willing to answer an extensive 32-question survey in order to pre-qualify as an egg donor candidate.
- Most survey respondents are altruistically motivated and are interested in donating their eggs for personal satisfaction, to help a couple struggling with infertility, and to support a friend or family member.
- Many leads indicated that they became interested in egg donation after seeing 83bar's Facebook ads. Additional screening via the survey and nurse call center will be key to gauging intent and channeling only the most motivated leads.



For more information email
www.83bar.com

© 2020 83bar Austin, TX