



Market Report

Genetic Testing

Objective

- Determine if patients with an interest in genetic testing can be attracted and responsive to targeted content focused on genetic tests for heart and eye diseases on social media that prompts self-selection and the completion of an online survey

Key Metrics

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

Process

Facebook Ad Targeting

- Men and women, ages 18-65+

Geo-Target

- Dallas, TX
- Philadelphia, PA
- Phoenix, AZ

Results

Run Dates

- Feb 12 – 16 2018

Acquisition Metrics

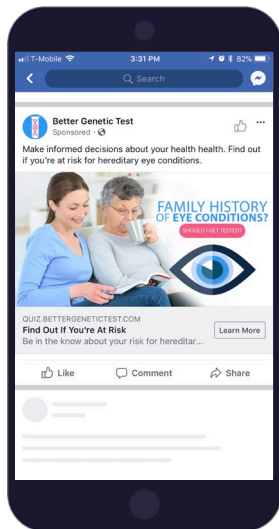
- 27 total survey submissions



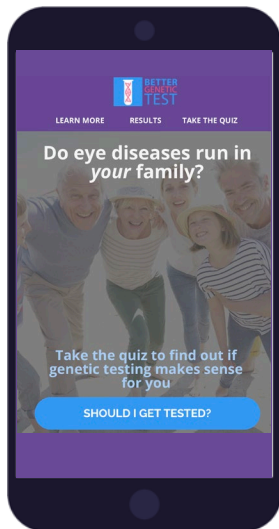
Attract patients who need treatment

Optimized to ensure high consumer engagement

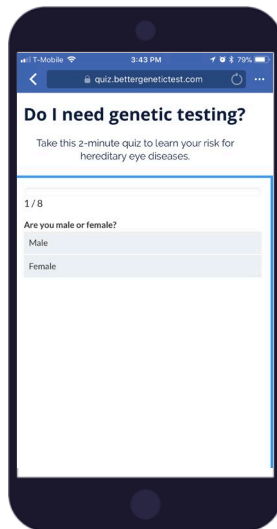
Social Media



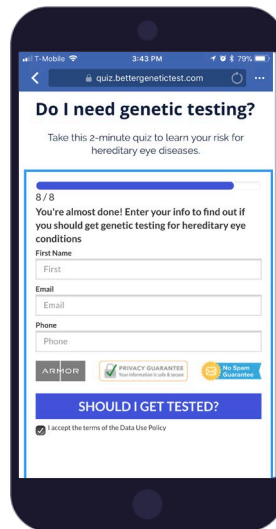
Landing Page



Symptoms



Submit



Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



Optimize percentage of respondents who complete survey with engaging experience

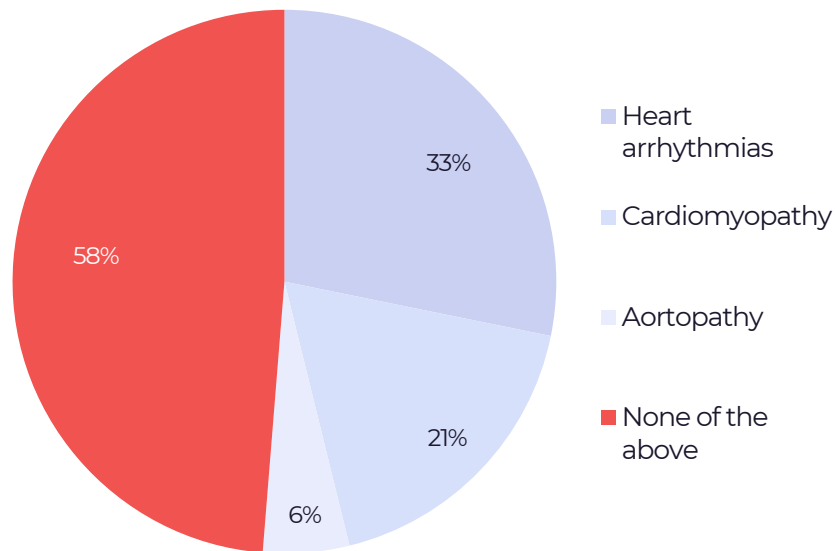
Attract

Engage

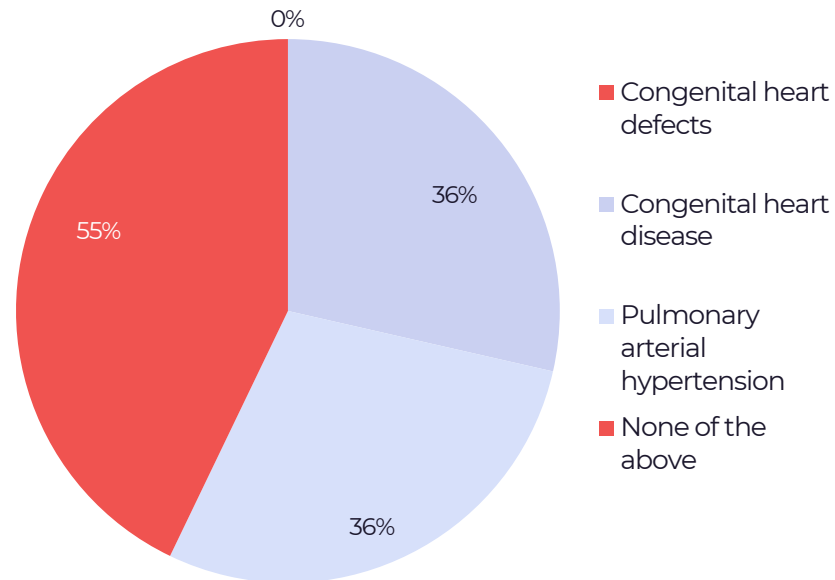
Qualify

Collect

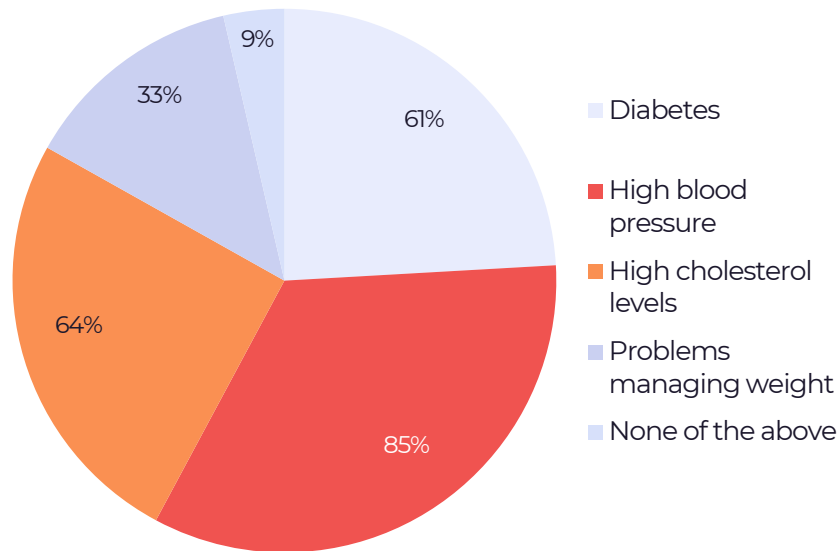
Do you have a family history of any of the following conditions?



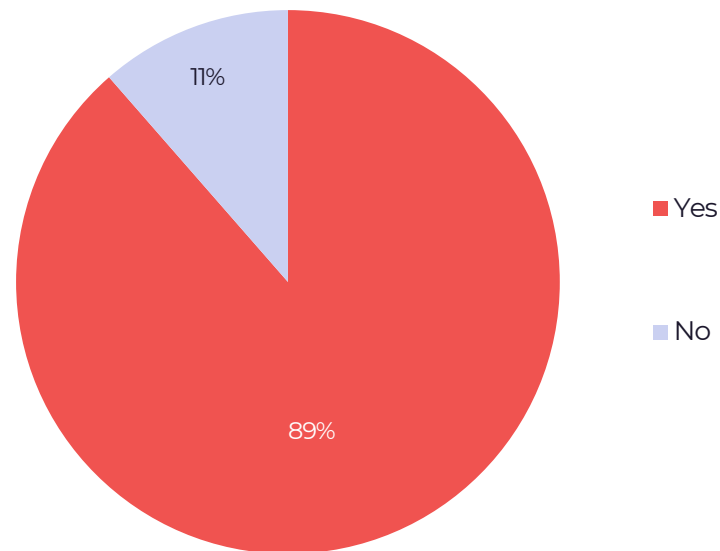
How about a family history of any of these conditions?



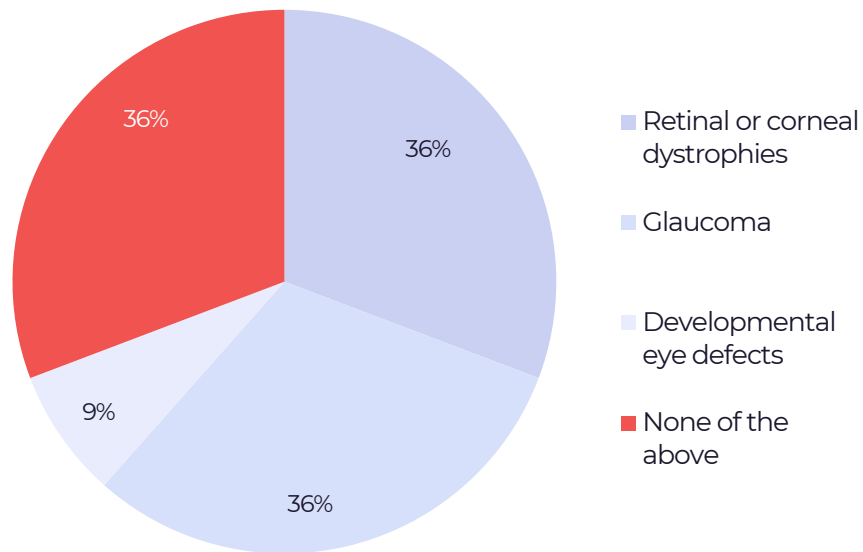
Does your family history include any of the following?



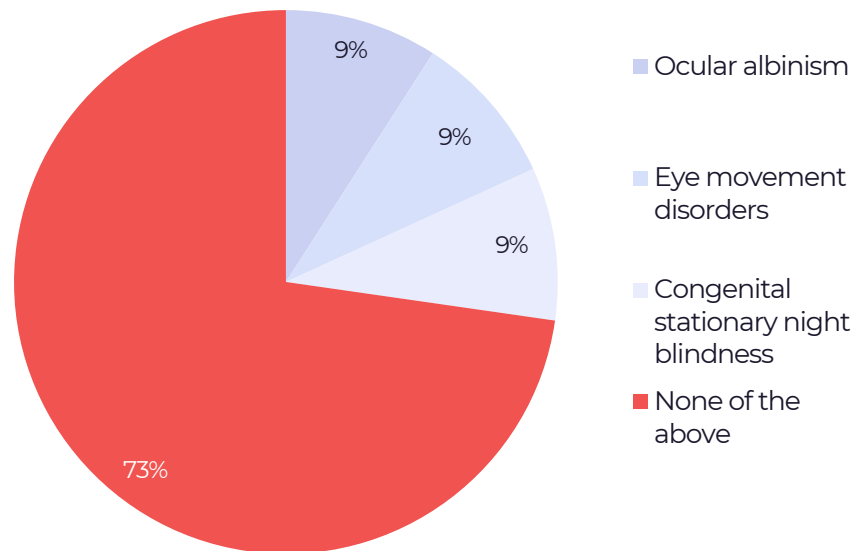
Are you interested in a comprehensive cardiac genetic test to find out if you are at risk for heart conditions?



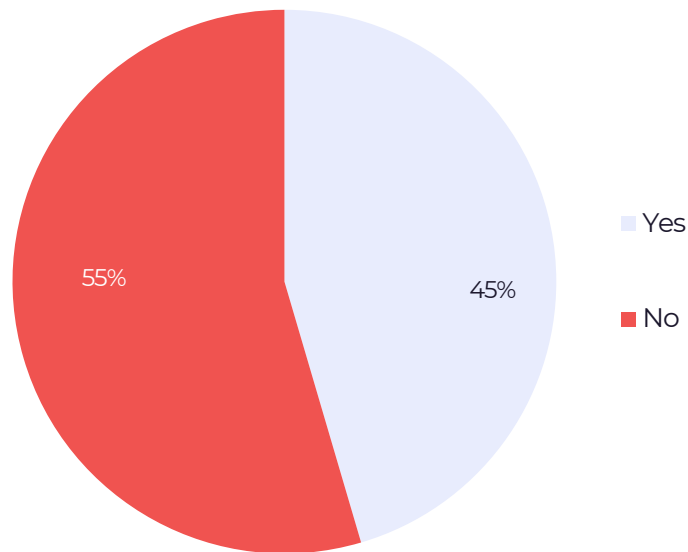
Do you have a family history of any of the following conditions?



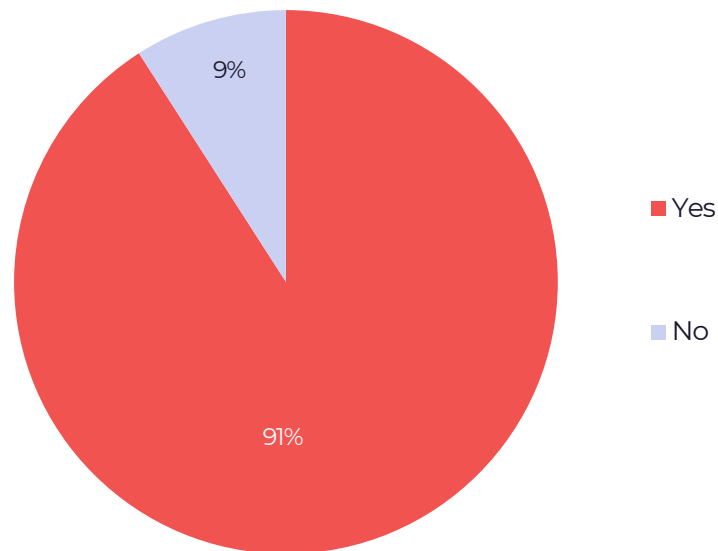
How about a family history of any of these conditions?



Do you have a family history of any other eye conditions not listed?



Are you interested in a comprehensive genetic test to find out if you are at risk for eye conditions?





For more information email
www.83bar.com

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