

Market Report

Irritable Bowel Syndrome (IBS)

Objective

- To gauge 83bar's effectiveness at generating patient demand* for IBS Smart™, a blood test that helps diagnosis IBS.
- Patient demand is defined by the number of form completions captured by 83bar, as well as the likelihood of leads becoming patients, as measured by data captured via our online survey.

Key Metrics

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

Definition of a Qualified Lead

- Find patients that are suffering from IBS, but who haven't yet received an IBS diagnosis
- To determine which messaging and design concept would be most engaging 83bar created a nationwide campaign targeting men and women between the ages 18-65+.

Process

Facebook Ad Targeting

- Men and Women / Age 18-65

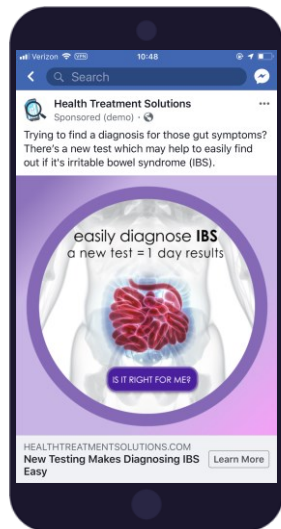
Geo-Target

- Campaign #1: Nationwide
- Campaign #2: Los Angeles, CA, Portland, OR



Optimized to ensure high consumer engagement

Social Media



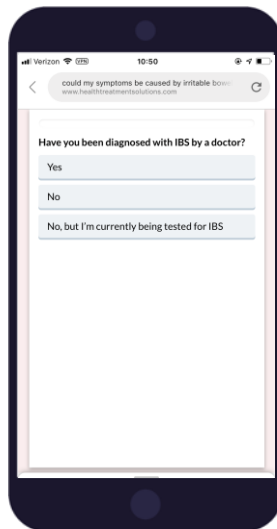
Attract

Landing Page



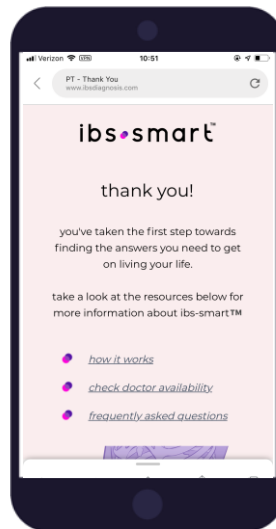
Engage

Symptoms



Qualify

Submit



Collect

Our Goals

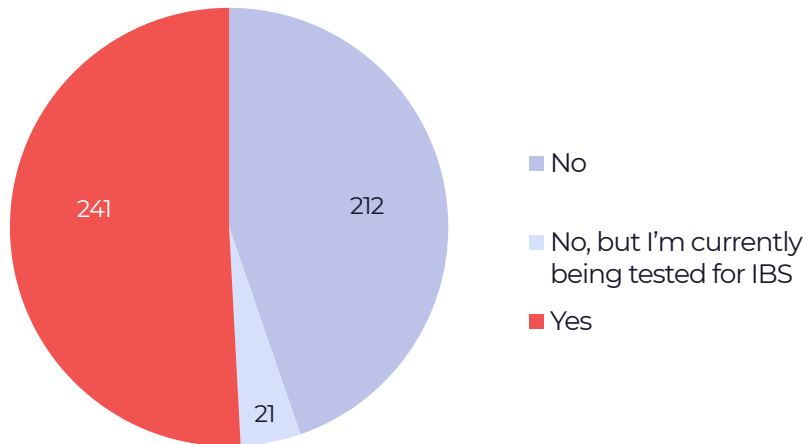


Generate clicks with illustrated ads that stand out in social newsfeed

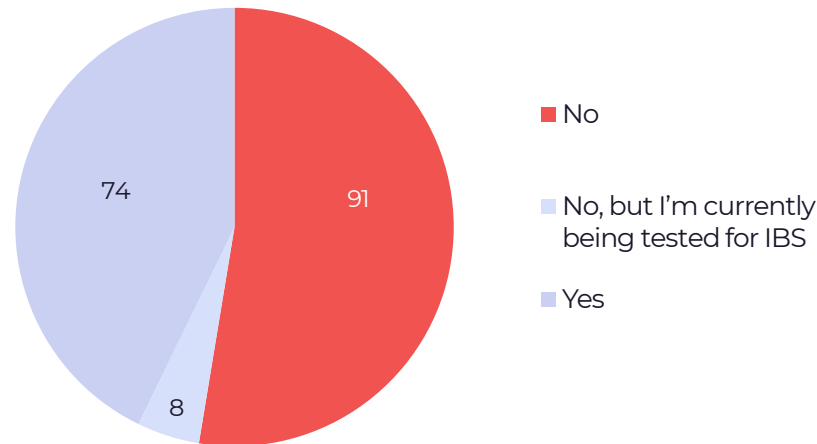


Optimize percentage of respondents who complete survey with engaging experience

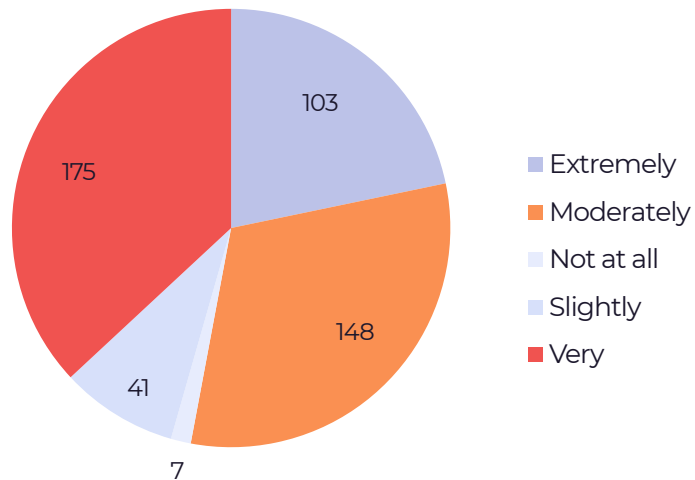
49% of respondents from campaign #1 have yet to receive a diagnosis for IBS



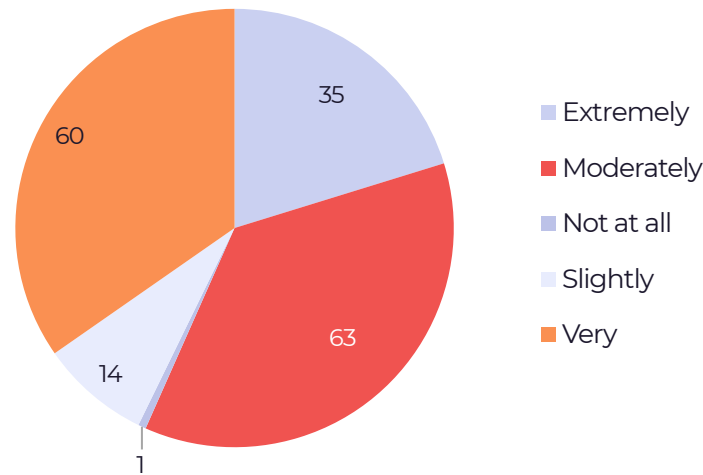
57% of respondents from campaign #2 have yet to receive a diagnosis for IBS



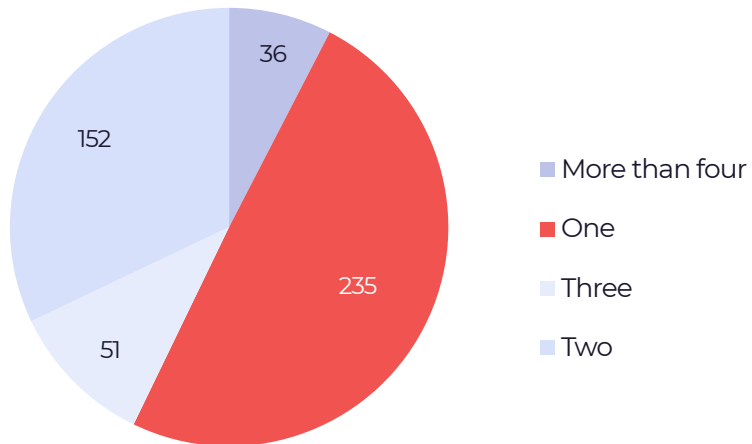
58% of respondents from campaign #1 are significantly impacted by their symptoms, noted by “extremely” and “very” responses



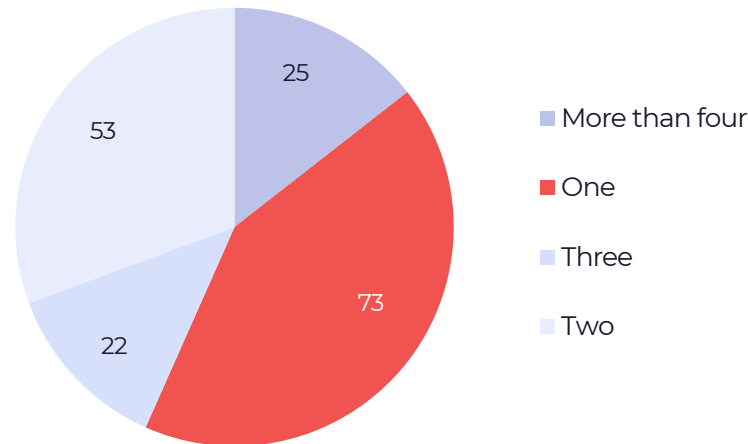
57% of respondents from campaign #2 have yet to receive a diagnosis for IBS



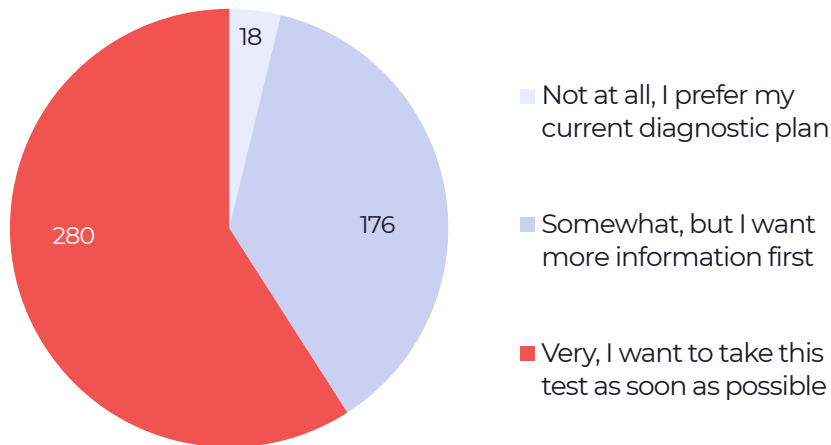
50% of respondents from campaign #1 have seen more than one doctor about their symptoms



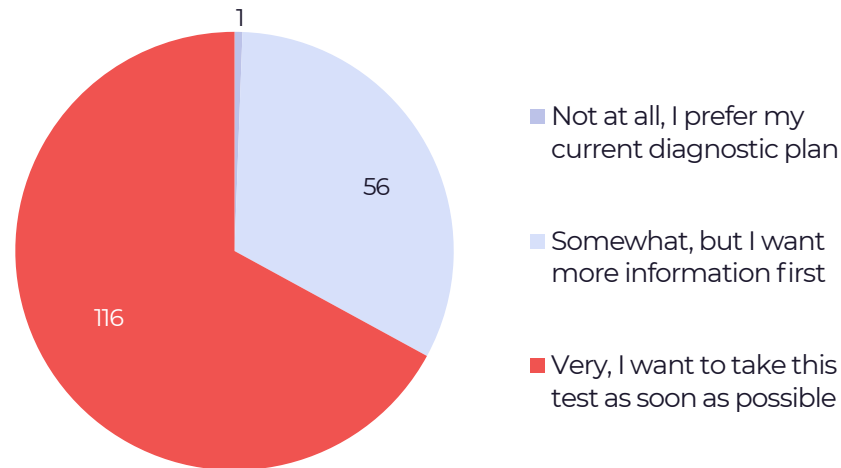
57% of respondents from campaign #2 have seen more than one doctor about their symptoms



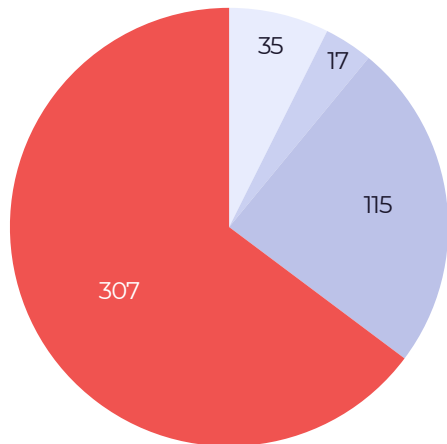
59% of respondents from campaign #1 are very interested in taking a simple blood test that could help diagnosis their IBS symptoms



67% of respondents from campaign #2 are very interested in taking a simple blood test that could help diagnosis their IBS symptoms

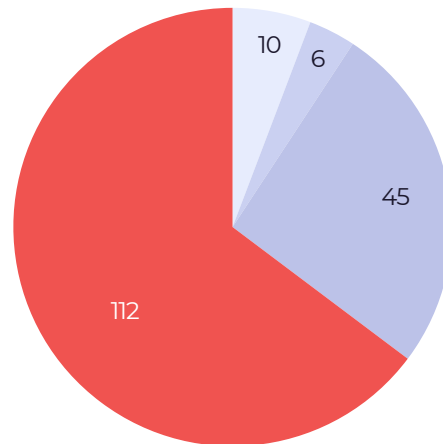


64% of respondents from campaign #1 indicated they would speak with their doctor about ibssmart™ test



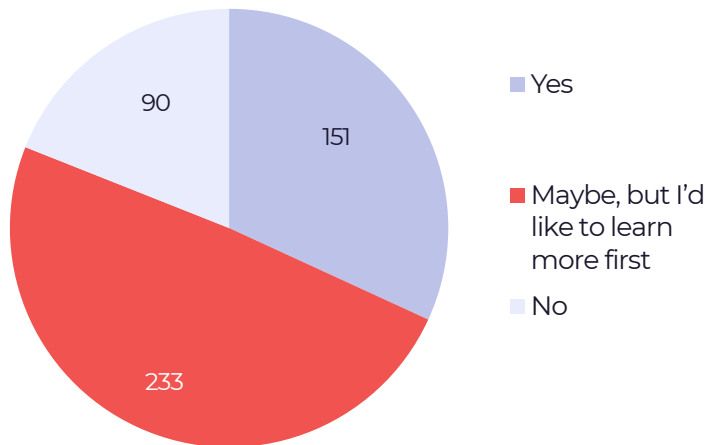
- I'd like help finding a doctor that already administers this test
- Not at all, I will not talk to my doctor about the test
- Somewhat, I would like to present my doctor with information about the test
- Very, I will talk to my doctor during my next visit

64% of respondents from campaign #2 indicated they would speak with their doctor about ibssmart™ test

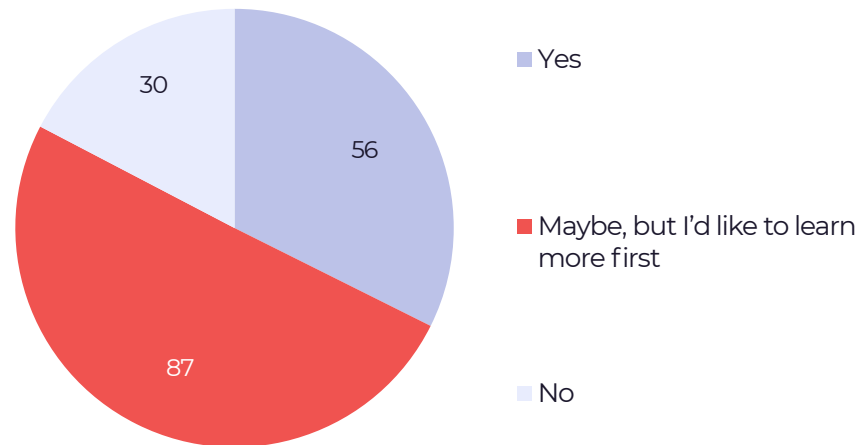


- I'd like help finding a doctor that already administers this test
- Not at all, I will not talk to my doctor about the test
- Somewhat, I would like to present my doctor with information about the test
- Very, I will talk to my doctor during my next visit

31% of respondents from campaign #1 indicated they would like a patient advocate to follow up with their doctor to discuss the ibssmart™ test



32% of respondents from campaign #2 indicated they would like a patient advocate to follow up with their doctor to discuss the ibssmart™ test





For more information visit
www.83bar.com

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