

# Earwax Buildup

## Market Feasibility Report



# What is a Market Feasibility Test?

A Market Feasibility Test is a time-limited, market research tool designed to “test” the suitability of a client’s or prospect’s consumer populations based on study protocols and/or requirements.

## Who do we partner with?

- Pharma and CROs (pre-study & phase 1 – 4)
- Startup Pharma (pre-study & phase 1 – 4)
- Pre-Commercial Biotech, Medtech and Diagnostics
- Commercial Pharma, Biotech, Medtech and Diagnostics

# How can this help you?



Direct insights into healthcare consumers based on indication, condition or disease



Comparative analysis of a client’s current solution, partner or provider



Informed costs for long-term and/or complex solutions



Lead costs for a target indication, condition or disease



Respondent preference for virtual/non-virtual trials and/or at-home testing



Projections for full campaigns to drive candidate and/or patient flow



# What is a Market Feasibility Report?

The Market Feasibility Report documents the steps, goals, criteria and results of the test. This information is shared and discussed with the client to enable them to make informed decisions about next steps.

[Tell me more](#)

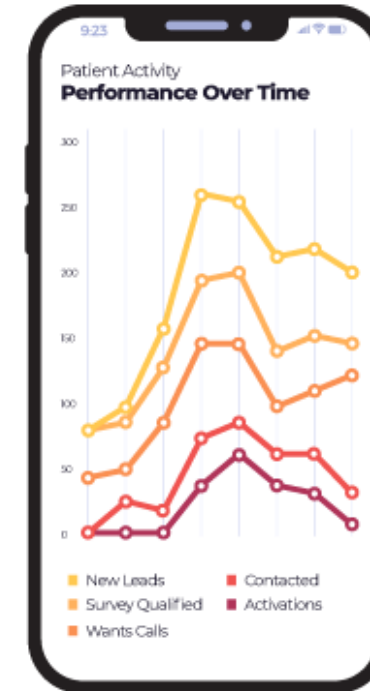
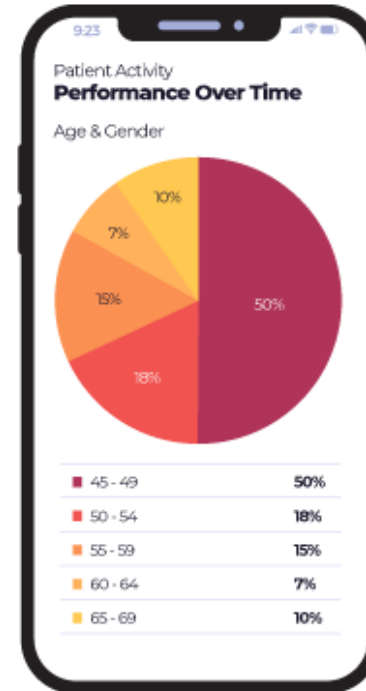
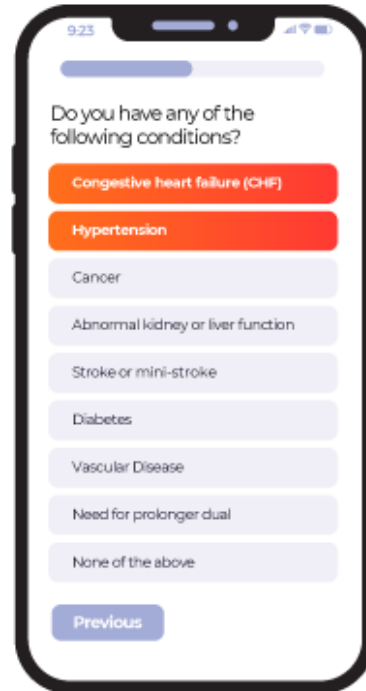
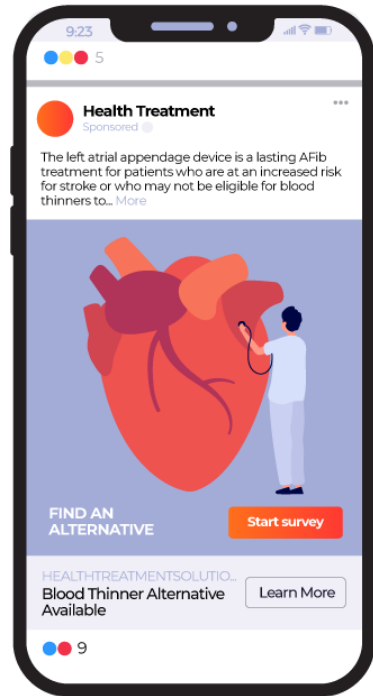
[Show me results](#)



# How does a Market Feasibility Test Work?

## Market Feasibility Test

## Scalable Solutions



### Attraction & Engagement

Highly targeted digital ads attract your ideal study candidate or patient who needs your approved product or treatment

### User Education

Consumers are navigated to landing pages for more information

### User Qualification

Online screeners qualify based on inclusion/exclusion criteria, suitability and intent questions

### Feasibility Results

Results are analyzed to determine suitability to client requirements

### Pilot Campaign

A pilot enables targeting of more locations, patient populations and/or cost/acquisition metrics

### Informed Solution

A solution that includes our Clinical Contact Center and additional capability to achieve results



## Key information and contraindications

- Must be performed in an office setting
- Not for at-home use

## Ideal patient profile

- Men and women, 40+
- Have impacted earwax that may be causing hearing loss

## Campaign Results

Total Survey Submissions	Qualified Survey Submissions
<b>65</b>	<b>65</b>
Campaign Duration (days)	Qualified Lead Rate
<b>5</b>	<b>100%</b>

This mini-campaign resulted **in 65 survey respondents in just five days**. One-hundred percent of respondents were then qualified for the client's treatment.

## Purpose of Test

The purpose of this test was to determine if 83bar can locate and qualify people with **Impacted Earwax** via social media advertising.

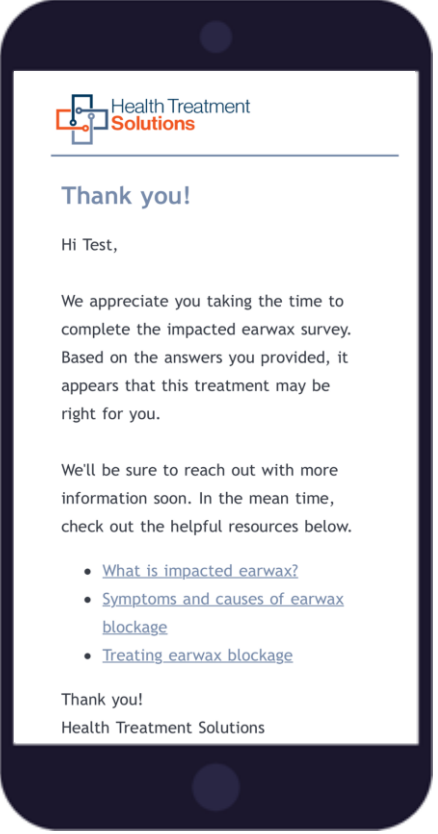
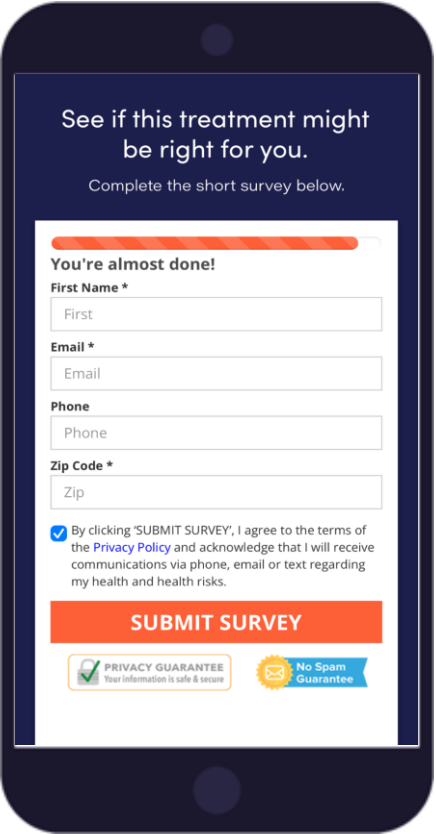
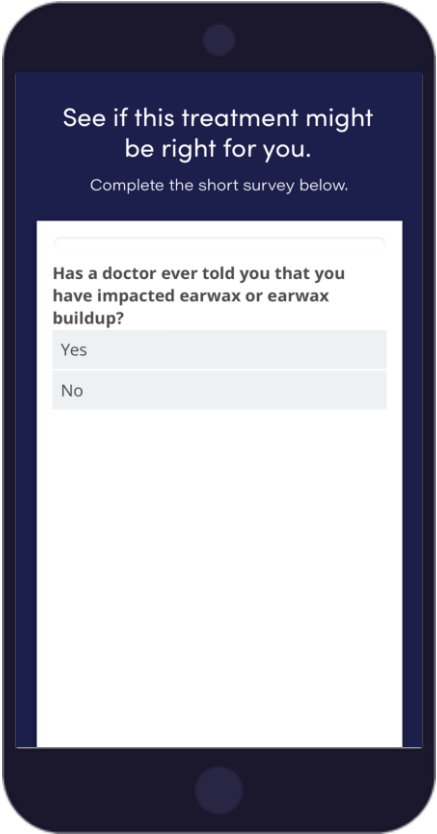
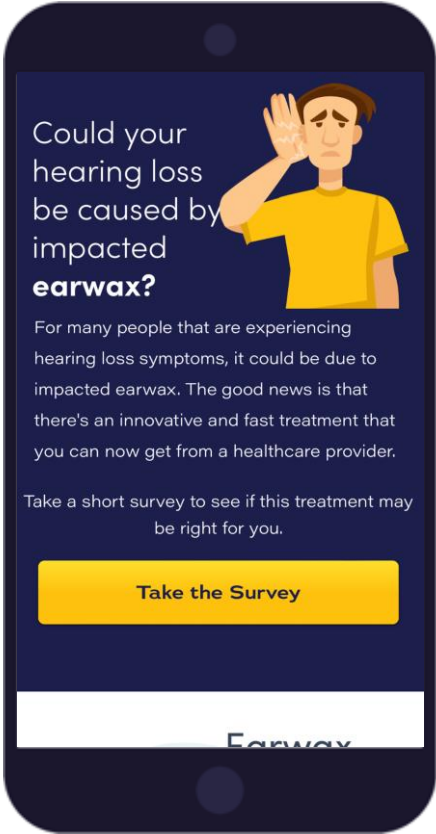
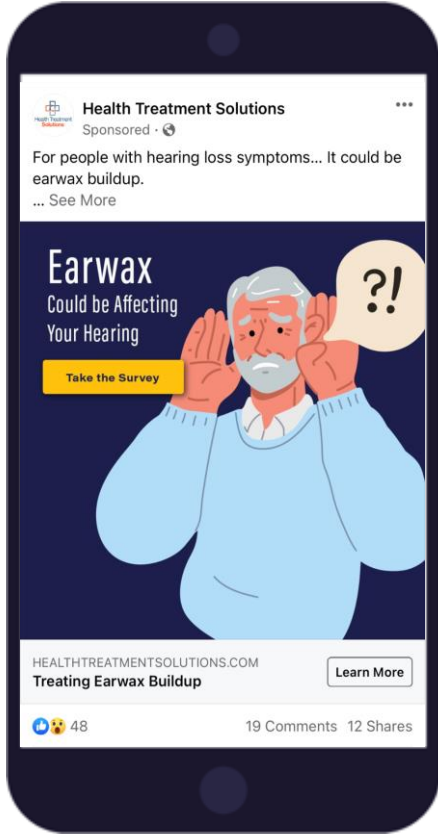
## Indication

The client's ear cleaning system is designed to clear impacted earwax using a combination of liquid flow and gentle suction.



# The Consumer Journey

Optimized to ensure high consumer engagement



**Attract**  
(Social Media Ad)

Consumers are attracted with targeted social media ads

**Engage**  
(Landing Page)

Landing pages provide critical information and education on treatment options

**Qualify**  
(Screener)

**Collect**  
(Form Fill)

Online screeners include inclusion/ exclusion criteria, medical suitability and level-of-intent questions

**Segment**  
(Qualified Email)

# Creative Messaging Test Design Process

- 83bar created three ad images to immediately capture the attention of people scrolling through their social media news feed with hearing loss due to impacted earwax.
- Ad creative focused primarily on the impacted earwax as a common cause for hearing loss.



## Why do we use so many ad variations per test?

Consumers respond differently to visual and text-based communication. Small variations in style, layout, content, message or colors can achieve a better overall result.

We use a highly optimized process to create, analyze and optimize ad variants to achieve the best result for our clients in the shortest amount of time.

## Image Assets Tested



Variation 1a



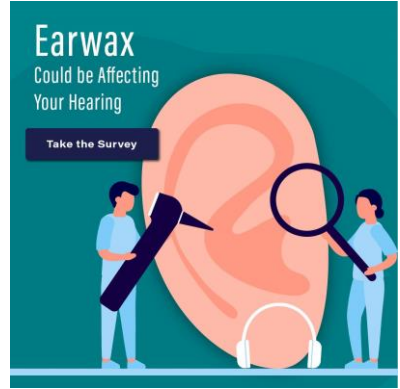
Variation 2a



Variation 3a



Variation 1b



Variation 2b

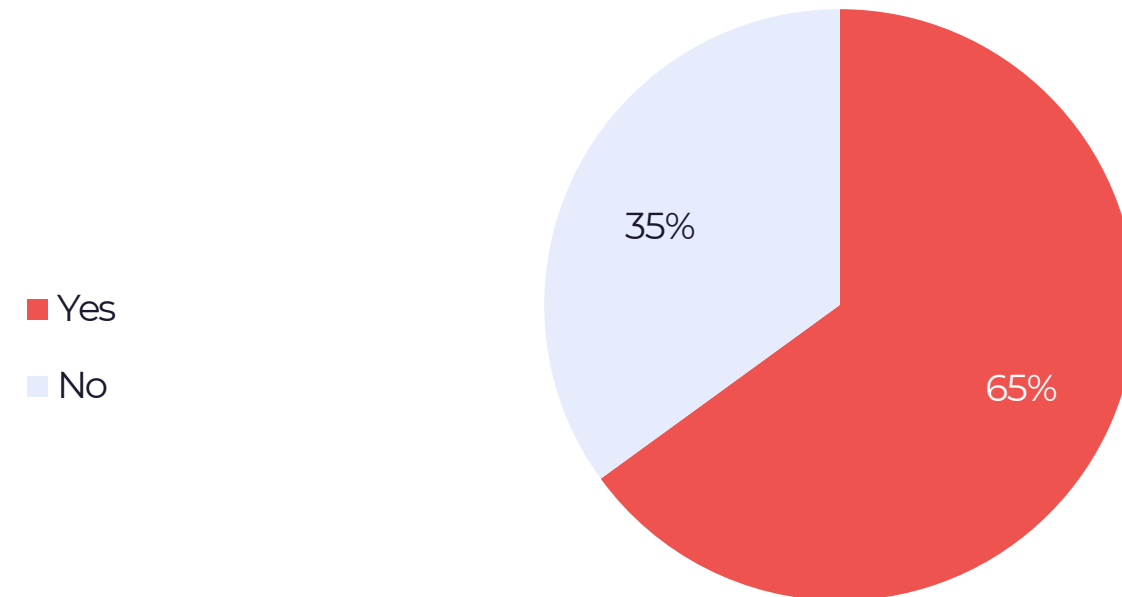
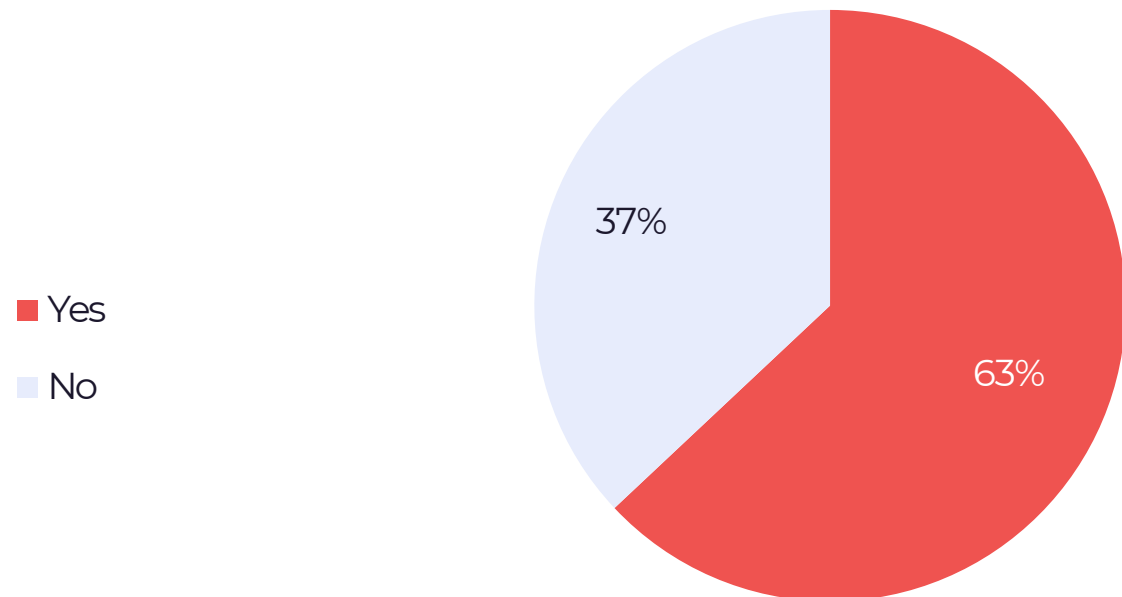


Variation 3b

# Consumer Responses from Online Screener

**Has a doctor ever told you that you have impacted earwax or earwax buildup?**

**Do you have any hearing loss?**



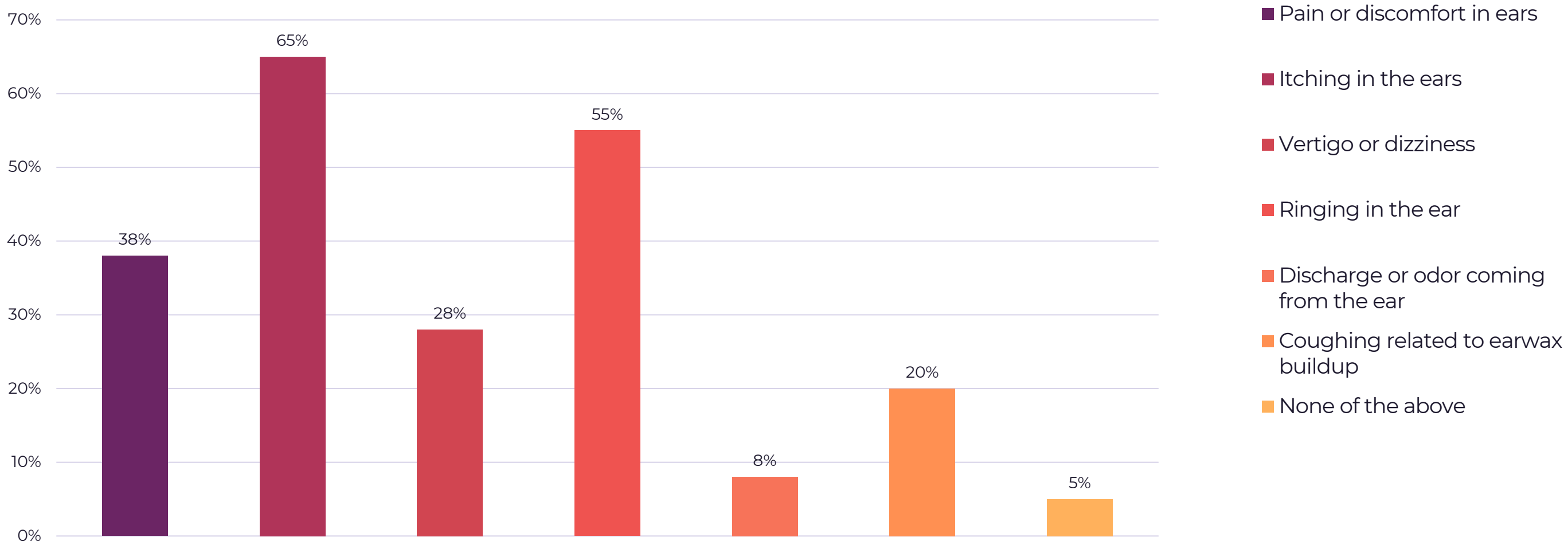
Sixty-three percent of respondents said they have been told by a doctor that they have impacted earwax.

Sixty-five percent of respondents reported they have hearing loss.



# Consumer Responses from Online Screener

Do you have any of the following?

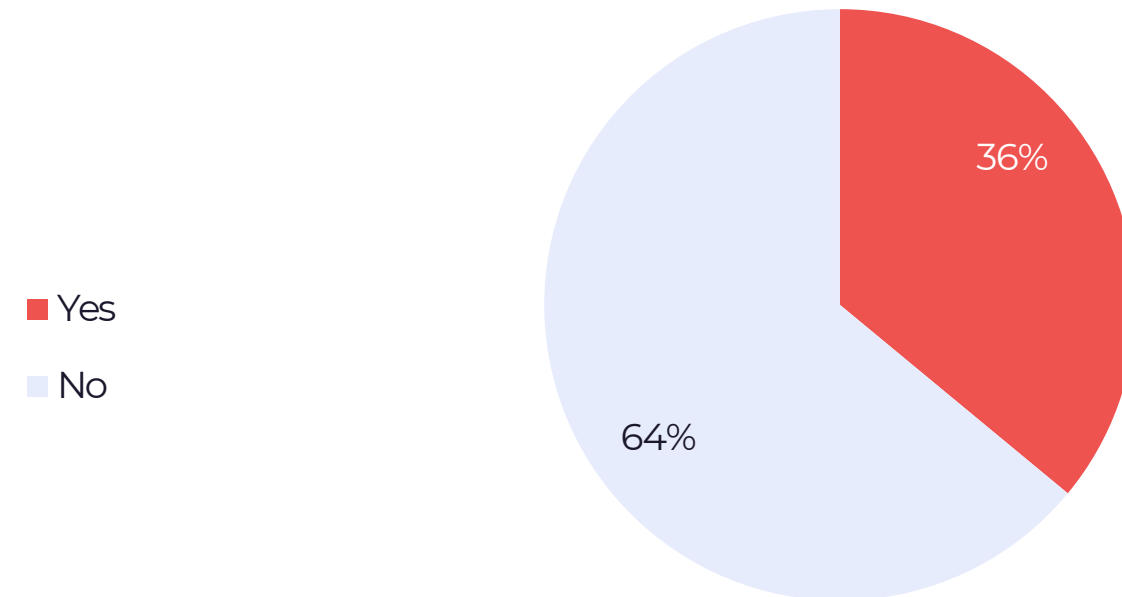
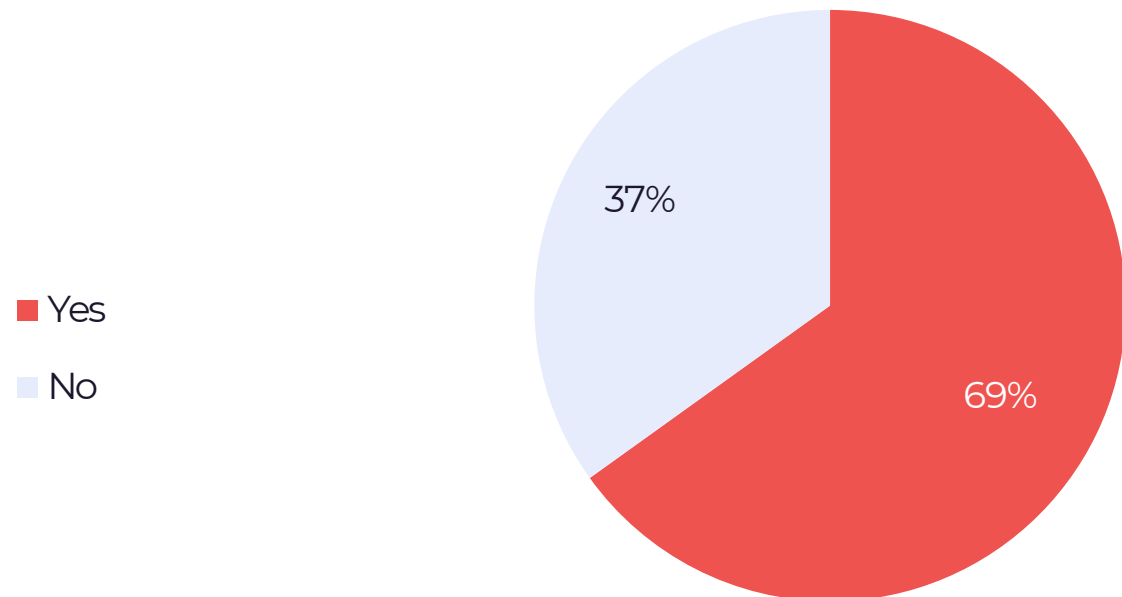


The top three respondent complaints were itching in the ear, tinnitus (ringing in the ear) and pain or discomfort in the ear.

# Consumer Responses from Online Screener

**Is your hearing loss caused by earwax buildup?**

**Do you use hearing aids?**

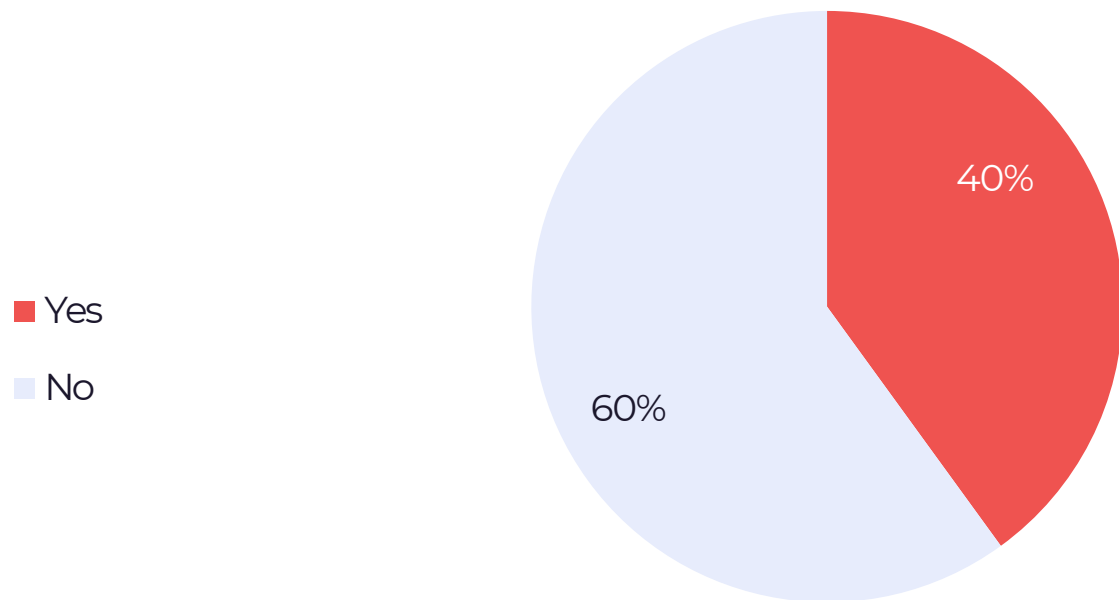


Of those who have hearing loss, 69% indicated that it is a result of earwax buildup.

Less than half of respondents said they use hearing aids.

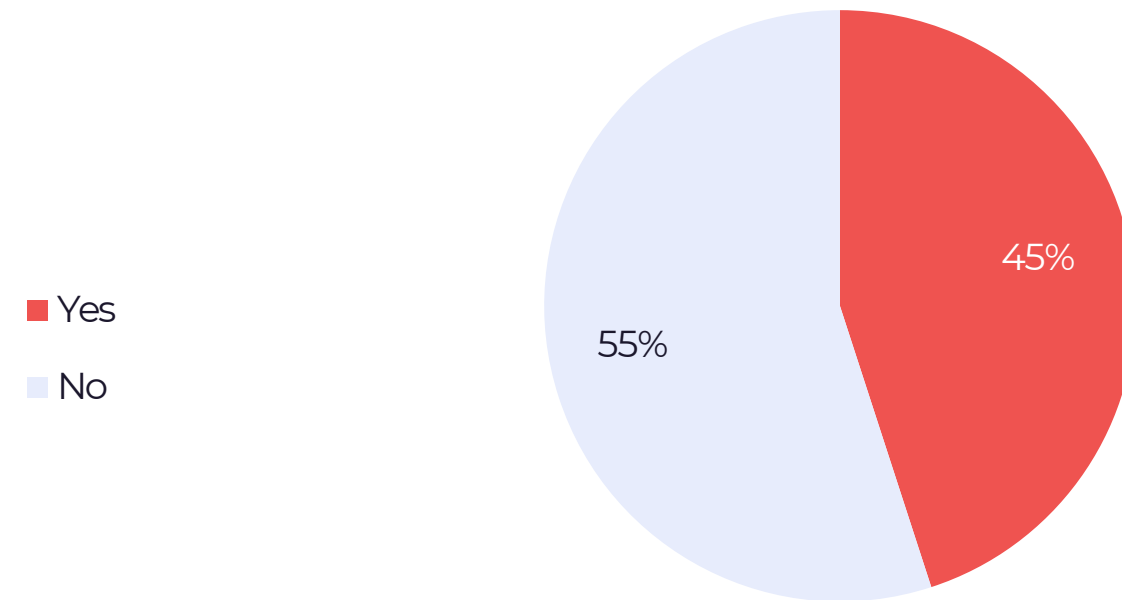
# Consumer Responses from Online Screener

**Have you sent your hearing aids for repair or replacement due to damage caused by earwax buildup?**



Of those who said they have hearing aids, fewer than half had sent their hearing aids for repair or replacement.

**Have you gone to a doctor for treatment or removal of earwax buildup?**

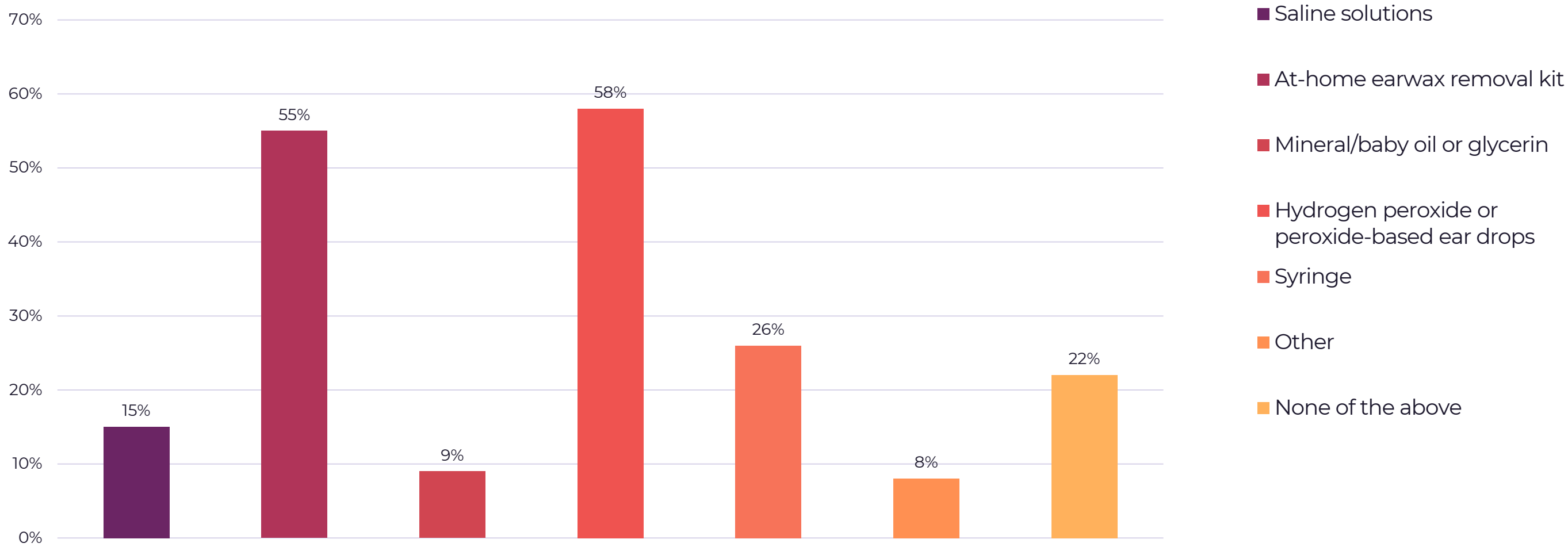


Forty-five percent of respondents said they have gone to a doctor for treatment/removal of impacted earwax.



# Consumer Responses from Online Screener

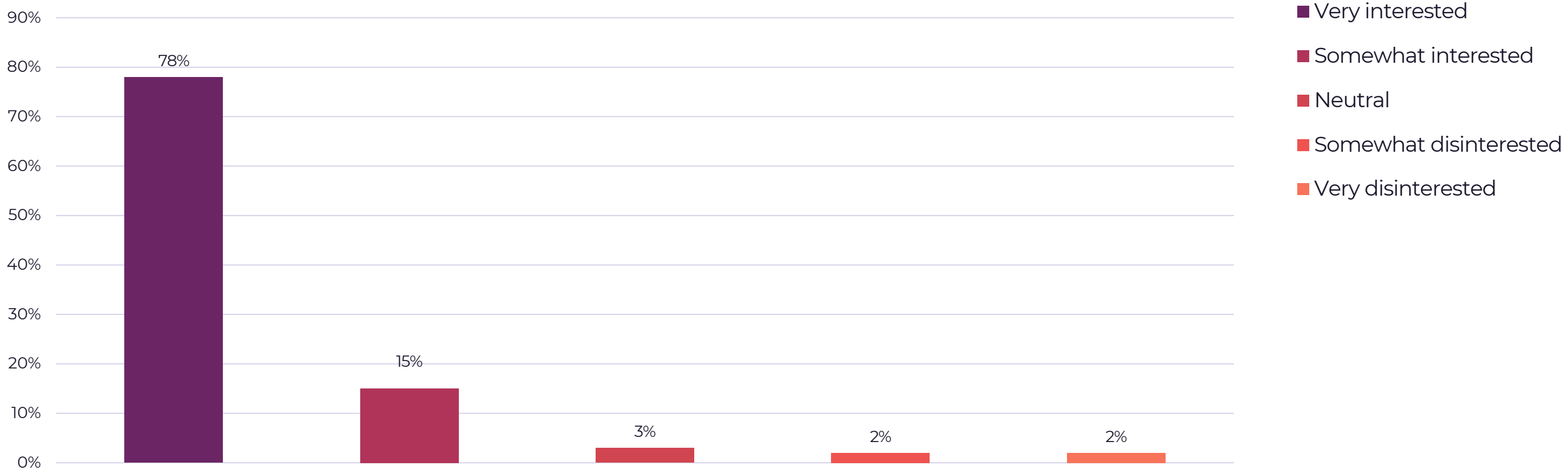
## Have you tried any of the following home treatments for earwax buildup?



Almost all respondents indicated they have tried some form of at-home treatment for earwax removal. The most common choices were at-home kits and ear drops.

# Consumer Responses from Online Screener

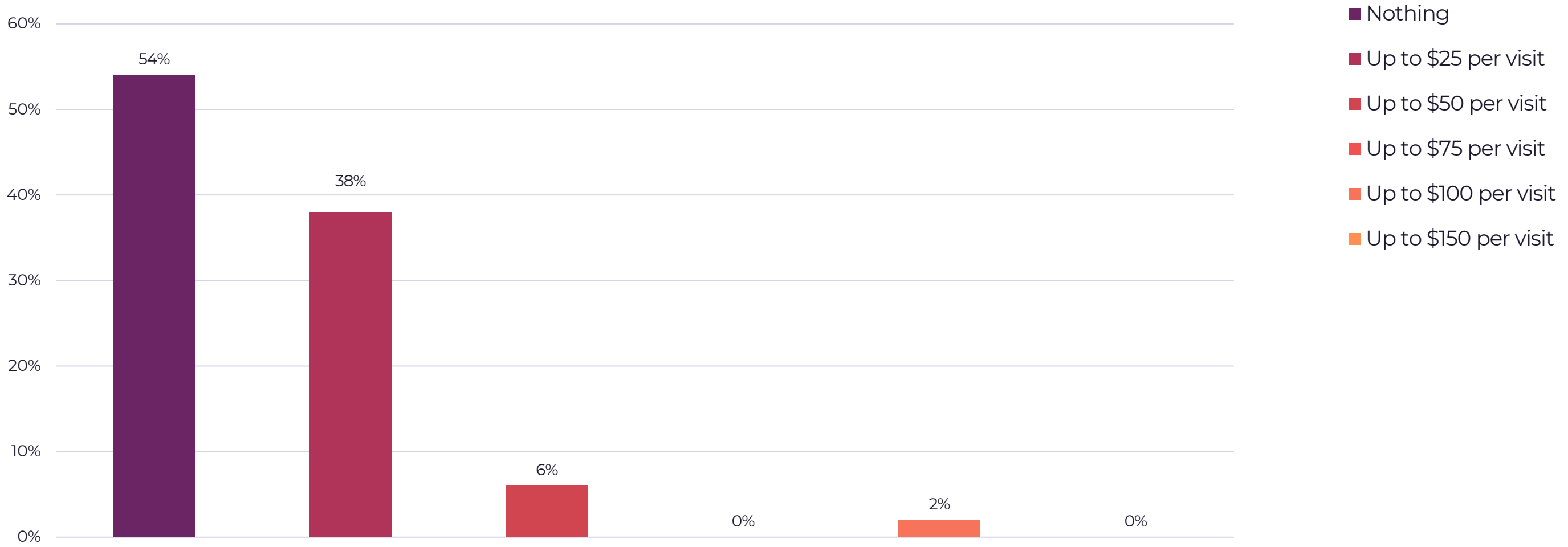
**How interested would you be in learning more about an automated device that uses a combination of liquid flow and micro-suction to automatically break down and remove impacted earwax for a quick, safe, effective, and mess-free earwax removal procedure that typically takes just 35 seconds?**



Ninety-four percent of respondents indicated they were interested in learning more about an ear cleaning treatment matching the description of the client's product.

# Consumer Responses from Online Screener

## How much would you be willing to pay out-of-pocket for the earwax removal procedure previously described?

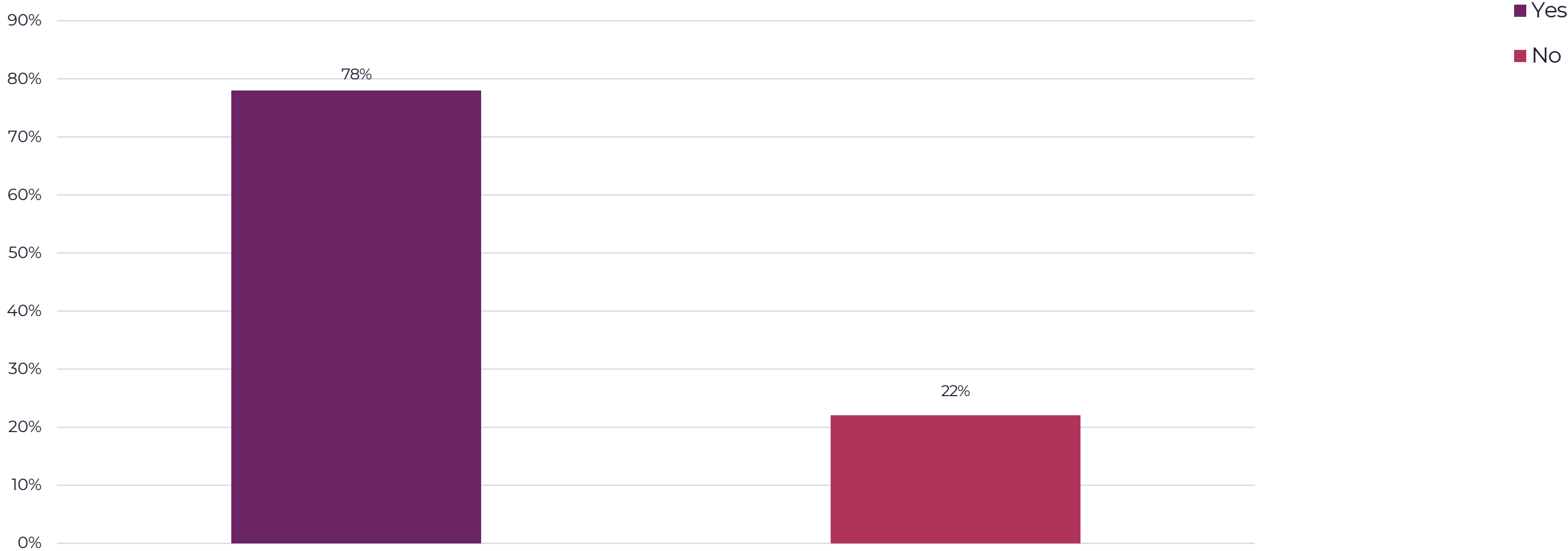


Forty-six percent of respondents said they would be willing to pay for an earwax removal procedure. Of these, most were willing to pay \$25 or less out-of-pocket per cleaning visit.



# Consumer Responses from Online Screener

**Would you like to be contacted once this treatment is offered by a healthcare professional in your area?**



Seventy-eight percent said they would like to be contacted about this treatment.

# Key Insights from Our Earwax Buildup Market Feasibility Test



## 83bar was able to find people interested in an ear cleaning treatment.

83bar's ad and landing page strategy was able to attract the intended audience. Of those who completed the survey, 78% indicated they were very interested in the treatment that was described.



## Google search ads might be an effective supplement to a fully branded social ad campaign.

Many people who are struggling with earwax buildup are likely to be searching for treatments/removal services. A paid search campaign might be an effective way to generate more leads.



## Out-of-pocket cost is likely the primary barrier for most respondents.

The majority of respondents indicated that they would be willing to pay \$25 or less for each treatment visit. Future campaigns might benefit from finding out what these respondents pay for at-home and in-office treatments currently and emphasizing that the cost for this treatment is either comparable, less, or worth the extra cost.



Quickly launch a test before your clinical study or commercial campaign.



We offer Market Feasibility Tests at no cost to you — no strings attached.



We create survey questions based on your inclusion/exclusion criteria.

## Benefits of a Market Feasibility Test

Market Feasibility Tests offer multiple benefits to clients — whether you are looking to launch a clinical study or need new/increased patient flow for a commercial requirement.



Results are usually achieved within two weeks of launch — so you get insights fast.



A complete report, with analysis, is included and results are discussed with you.



Use results to inform your study or commercial launch activities to save time and cost.

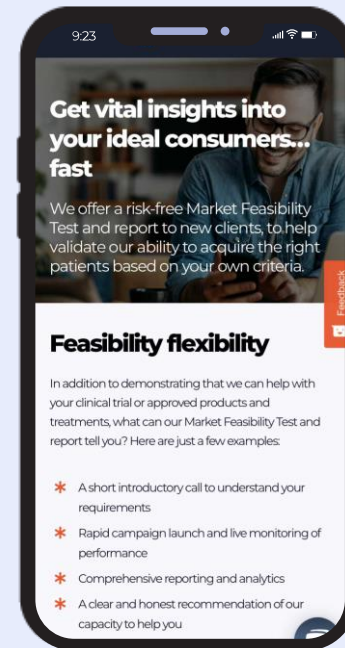
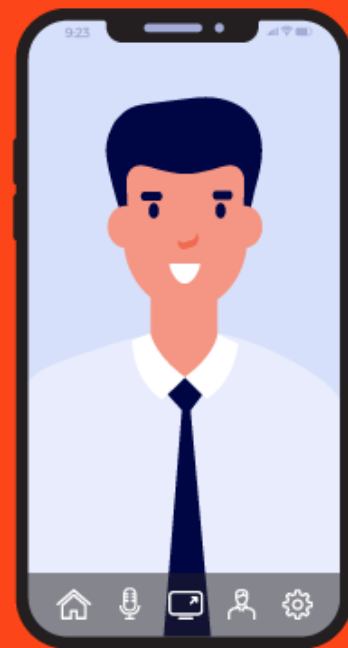




## Your intro call

## More information

## Market Reports



### Schedule Your Intro Call

Schedule a convenient time for a 30-minute intro call with one of our experts

### Want to Learn More?

Click below to learn more about our Market Feasibility Test process and results

### Download Other Reports

Access 60+ other Market Feasibility Reports covering 40+ diseases and conditions

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# Do you need a Market Feasibility Test?

Getting started is easy! Simply set up an intro call so you can explain your requirements. From there, we'll get started on designing your personalized Market Feasibility Test.



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