

Market Report

Aortic Aneurysm

Objective

- Conduct market research to better understand Aortic Aneurysm patients
- Utilize Facebook ads to attract research participants and direct them to a dedicated landing page and survey

Key Metrics

- Number of Qualified Surveys
- Cost Per Lead (CPL)
- Cost Per Qualified Lead (CPQL)
- Survey Data

Definition of a Qualified Lead

- Target adults age 50+ with vascular disease risk factors for aortic aneurysm

Campaign Assets

- 2 ad concepts to attract high risk patients
- 6 total ad variants (three per concept)
- 2 unique landing pages with embedded survey
- 1 market research survey designed to connect with patients with vascular at-risk factors
- 1 thank you landing page



Process

Creative Development

- To attract prospects with at least 2 risk factors for endovascular / cardiovascular disease that would be interested in participating in a future clinical trial

Set Up Ad Targeting & Launch

- Target men and women in the United States, age 50-65+, via paid Facebook ads

Measure Results

- Determine CPL for two concepts, qualified leads generated by each concept, and analysis of HRA survey responses

Results

Run Dates

- Determined winning messaging concept to attract potential patients
- Captured willingness to share information on care pathway and risk factors
- Refined understanding of aortic aneurysm patients

Acquisition Metrics

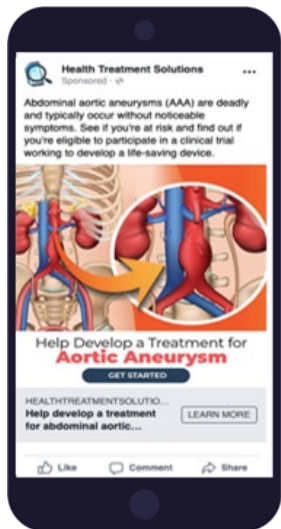
- Nationwide ad spend
- 197 total leads (a.k.a. HRA survey completions)
- 76% of leads were qualified
- Sub \$10 CPL (avg. Cost Per Lead)
- Sub \$10 CPQL (avg. Cost Per Qualified Lead)



Our process: Attract patients who need treatment

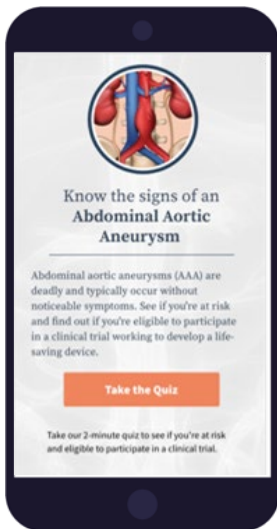
Optimized to ensure high consumer engagement

Social Media



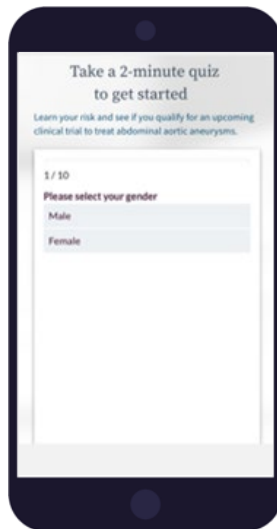
Attract

Landing Page



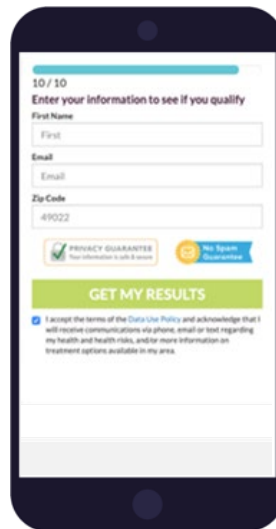
Engage

Symptoms



Qualify

Submit



Collect

Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



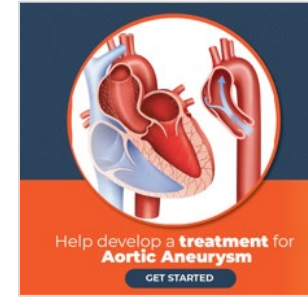
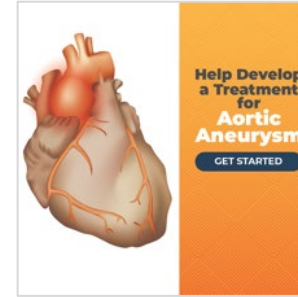
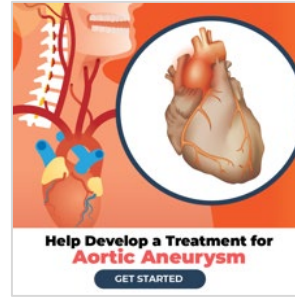
Optimize percentage of respondents who complete survey with engaging experience

Process

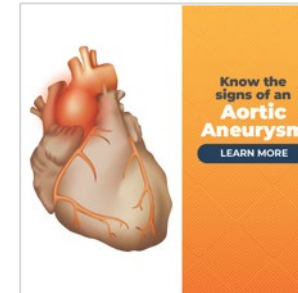
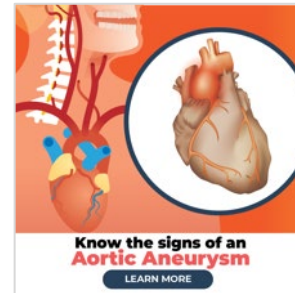
- Developed two creative concepts to generate demand
- Each concept included three unique images and one unique headline
- Each ad featured the same image assets with targeted copy
- Leveraged Facebook’s algorithm to optimize ad delivery based on highest conversion rate
- Determined winning concept based the most qualified survey completions

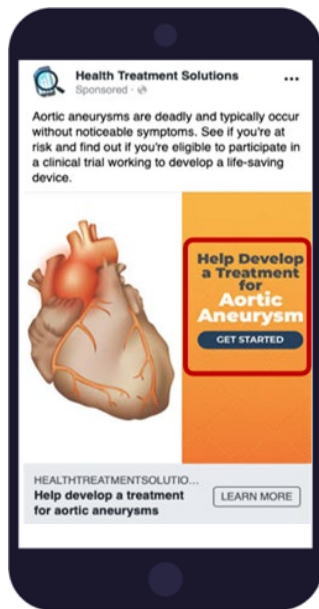
Methodology

Altruistic

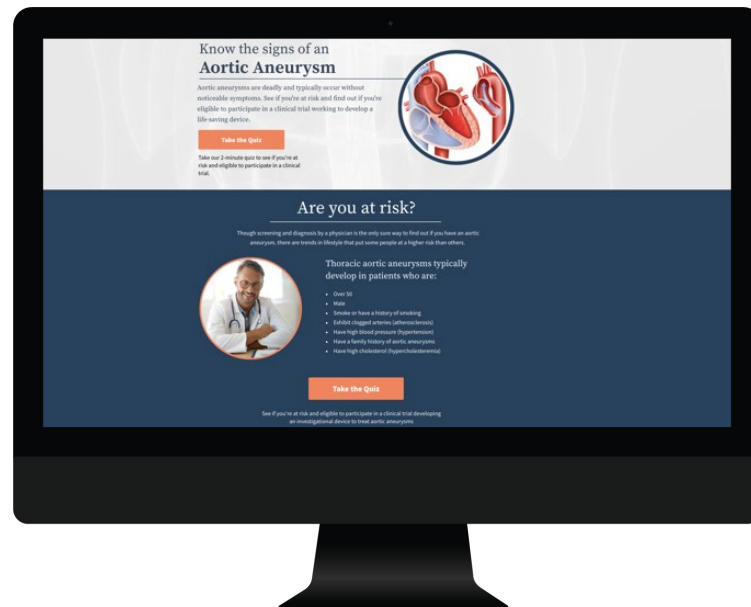


Awareness

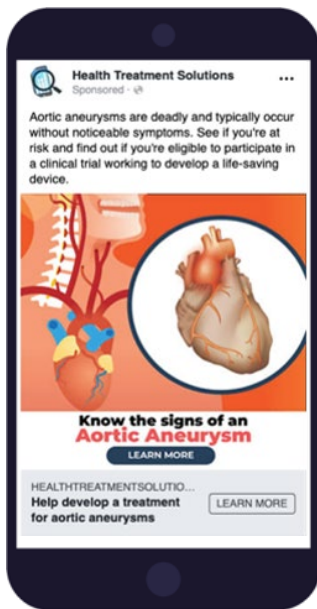




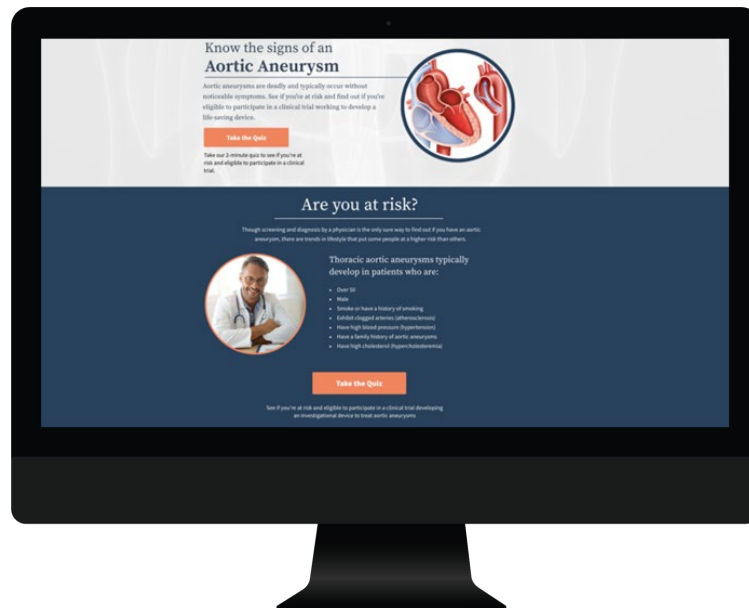
Facebook Ad



Landing Page

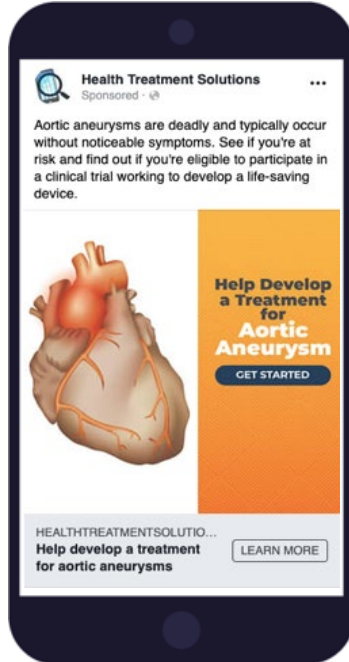


Facebook Ad



Landing Page

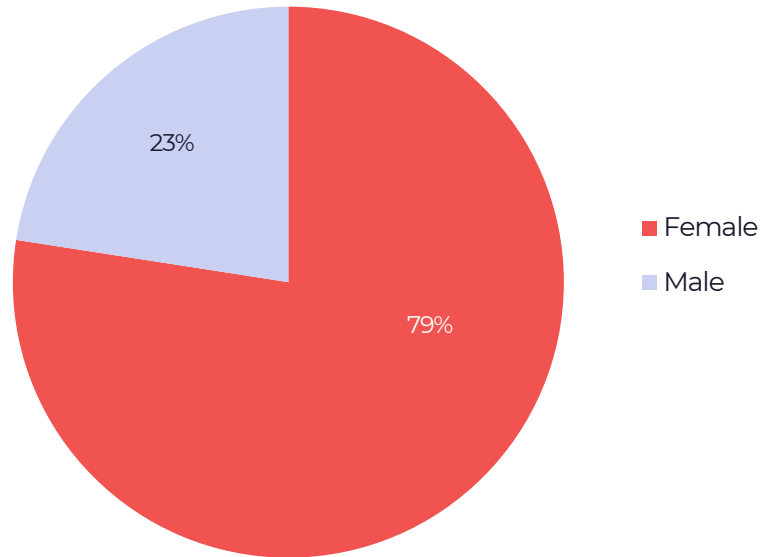
#1 top performing ad



Key Findings

- The best performing image featured the altruistic message and visually connected to the disease
- 126 leads were generated by this altruistic ad concept

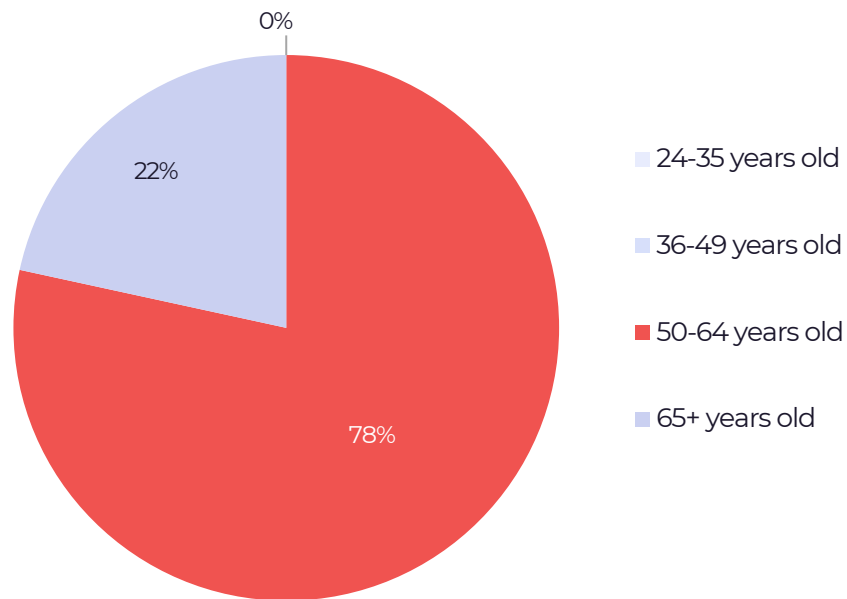
Please select your gender



Key Findings

- Captures responses from all leads
- 82% of leads are female

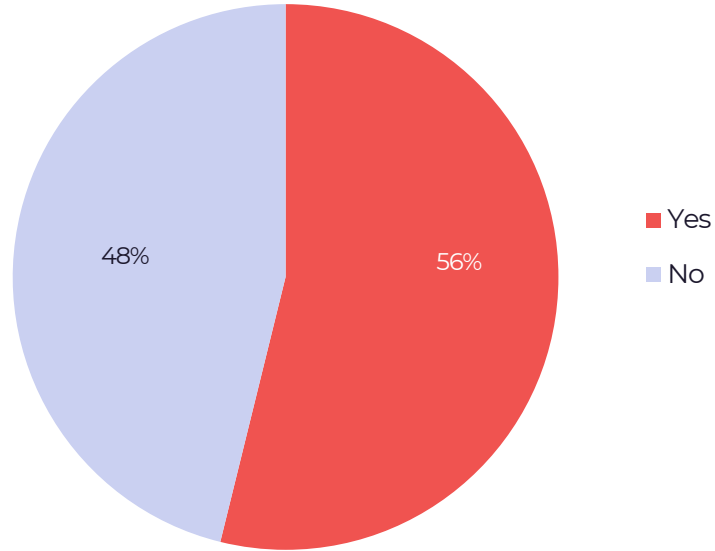
Which age group best describes you?



Key Findings

- Captures responses from all leads
- More than 78% of respondents are between the **ages of 50 and 64.**

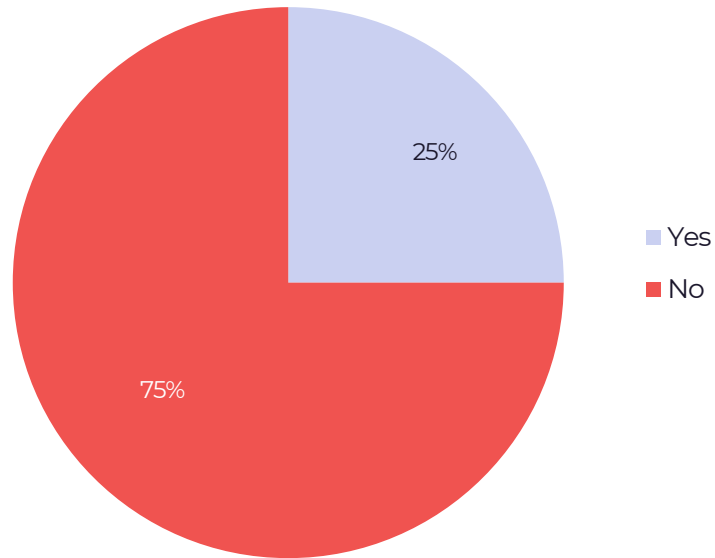
Do you currently smoke or have you smoked in the past?



Key Findings

- Captures responses from all leads
- More than **51% of respondents** have a history of smoking

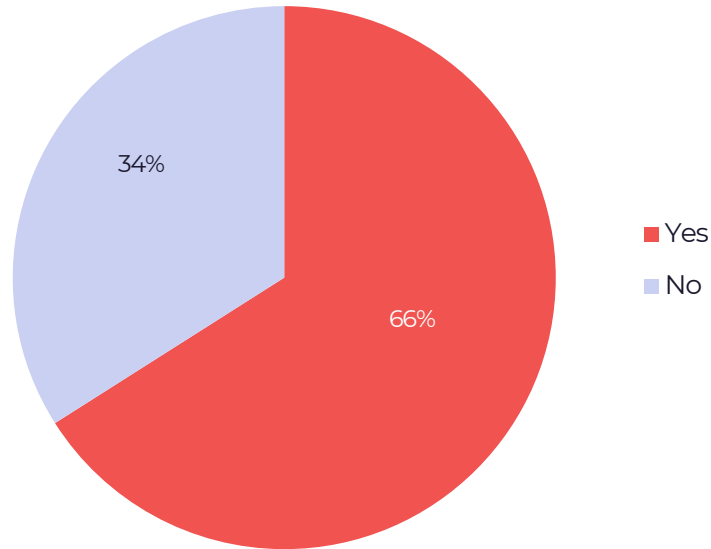
Have you been diagnosed with clogged arteries?



Key Findings

- Captures responses from all leads
- Only **24.51% of respondents have Dx** with atherosclerosis, which means a more than **75% do not have clogged arteries**

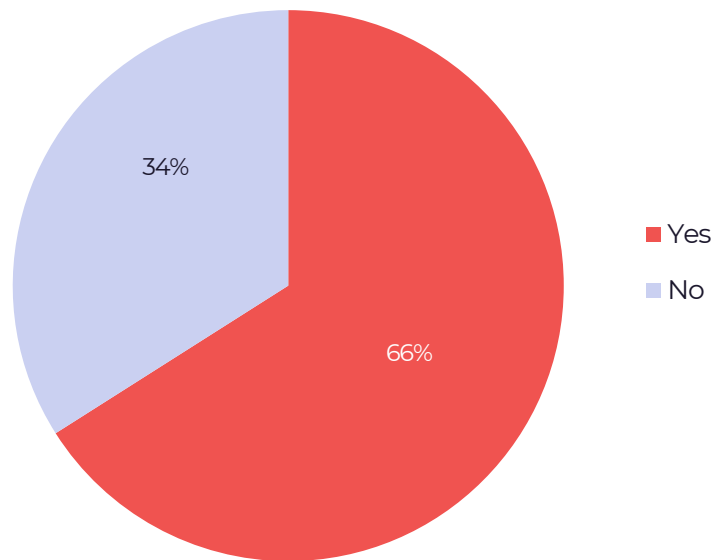
Have you been diagnosed with high blood pressure?



Key Findings

- Captures responses from all leads
- More than **65% of leads have Dx** as hypertensive

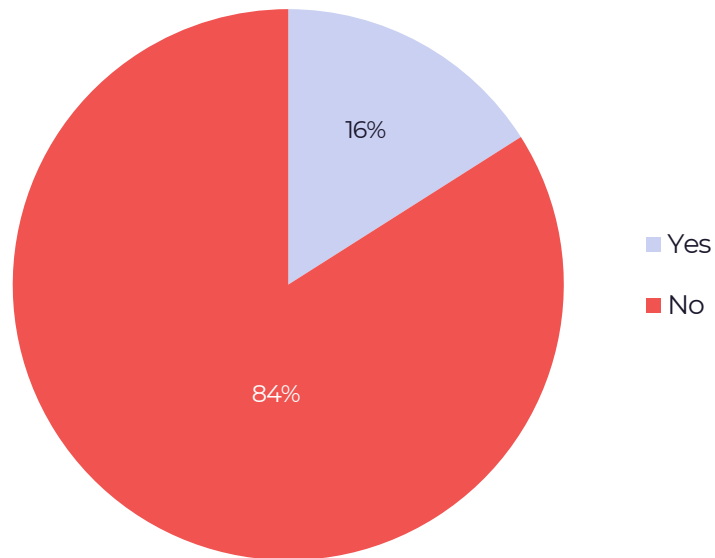
Have you been diagnosed with high cholesterol?



Key Findings

- Captures responses from all leads
- Over **65% have been Dx** with high cholesterol. Interestingly, there does not appear to be strong overlap with high cholesterol and clogged arteries in this sample group

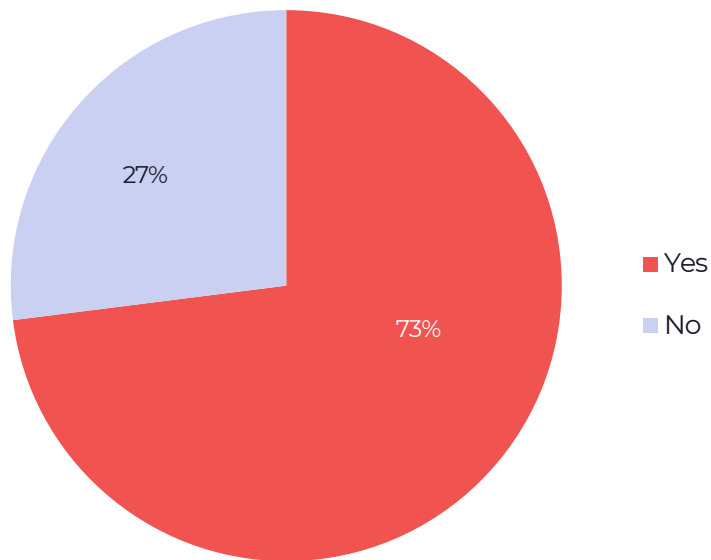
Have you already been diagnosed with an abdominal aortic aneurysm?



Key Findings

- Captures responses from all leads
- Only just over 15% of respondents have already been diagnosed with an abdominal aortic aneurysm. Based on this sample group 83bar can find patients with prior Dx, though at a slower rate.

Has anyone in your family been diagnosed with any of the above conditions*?

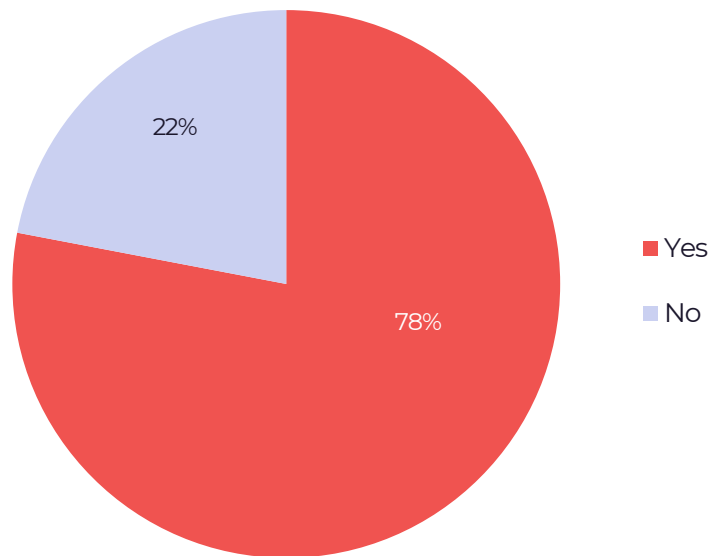


Key Findings

- Captures responses from all leads
- More than **72% indicated family history** of risk factors + prior diagnosis

* Clogged arteries, high blood pressure, high cholesterol, or abdominal aortic aneurysms

Would you be willing to participate in a clinical trial to help develop a new treatment for Abdominal Aortic Aneurysms?



Key Findings

- Captures responses from all leads
- Just under **78% of respondents** indicated a willingness to participate in a future clinical trial
- **98% of respondents** that expressed interest in participating met the qualification criteria of having at least 2 risk factors



Profile

- Female / Age 50-64
- Family history of clogged arteries, high blood pressure, high cholesterol, and/or abdominal aortic aneurysms
- History of smoking

Most Common Symptoms

- She likely not been diagnosed with clogged arteries, but has been diagnosed with the following:
 - High Blood Pressure
 - High Cholesterol
- She has not been diagnosed with Abdominal Aortic Aneurysm, however testing and diagnosing for it would be in her best interest.
- She does not know much about the risks of Abdominal Aortic Aneurysms. She needs more education on the condition and what she should do if she is diagnosed. She is concerned for her health and interested in participating in a clinical trial to help development a new treatment for Abdominal Aortic Aneurysms.
- Her family members and/or spouse may also be at risk due to lifestyle choices (e.g. smoking) and family history.

Key findings

82%

of respondents are
female

52%

have a history or
smoking

66%

of respondents have
been diagnosed with
high cholesterol

72%

have a family history of
disease state risk factors
and/or disease state

- 78% of respondents were between the ages of 50 and 64 with 21% over the age of 65
- Only 24% of respondents have been diagnosed with atherosclerosis
- 66% of respondents have been diagnosed as hypertensive
- 15% of respondents have already received a Dx of Abdominal Aortic Aneurysm
- 78% of respondents are willing to participate in a clinical trial with 98% of those willing to participate meeting qualification criteria of having at least 2 risk factors (risk factor, family history of risk factor, Dx of AAA)
- Of all respondents, 76% were qualified
- Total average lead cost is sub \$10 and cost per qualified lead is sub \$10

Conclusions

- 83bar can locate and find not only a high volume of at-risk leads at a very low cost-per-lead, but 83bar can also locate the niche segment of individuals that have already been diagnosed with an aortic aneurysm.
- 83bar can locate symptomatic and/or diagnosed individuals that are willing to participate in a future clinical trial. The volume of trial-qualified leads would depend upon final trial criteria for enrollment and randomization. At the least, 83bar can reasonably locate and vet at-risk prospects and prospects with a prior diagnosis of abdominal aortic aneurysm and feed them to participating partner clinical trial sites for physical enrollment screening.
- Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
 - Competitive CPL
 - Ad concepts emotionally connect with at-risk prospects through creative messaging
 - Ad concepts connect with individuals willing to participate in a clinical trial



For more information email
www.83bar.com

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