

Market Report

# Sexually Transmitted Infections

## Objective

- Conduct market research to better understand healthcare consumer demand for STI testing options among sexually active adults ages 18-40
- Utilize Facebook ads to attract research prospects and direct them to a dedicated landing page and survey

## Key Metrics

- Number of Unique Completed Surveys
- Cost Per Lead (CPL)
- Survey Data

## Definition of a Qualified Lead

- Adults ages 18-40 who are sexually active and should be screened for potential STIs.



## Process

### Creative Development

- To attract the likeliest converting patient, 83bar ran a demand generation campaign to target adults who are in the prime years to be exposed to STIs and should undergo screening to ensure they are safe.

### Facebook Ad Targeting

- Target adults ages 18+

### Geo-Target

- United States

## Results

### Run Dates

- September 6 - 9, 2019

### Acquisition Metrics

- US National geo-target
- 66 total survey submissions
- Sub \$10 CPL (avg. cost per lead)
- Lead defined as responder that clicks ad, completes HRA survey, completes and submits the form fill (name, email, phone #, opt in).

# Attract patients who need treatment

Optimized to ensure high consumer engagement

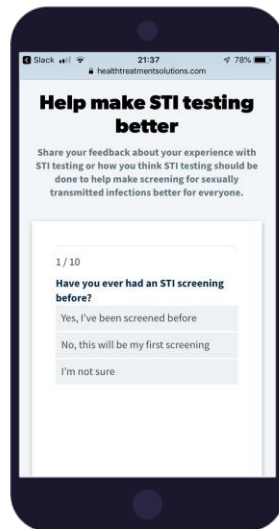
## Social Media



## 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

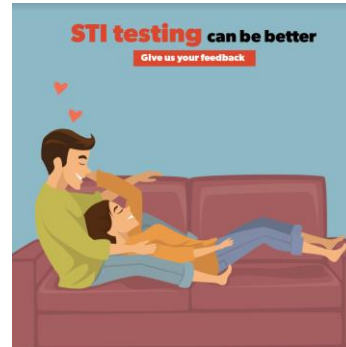
Qualify

Collect

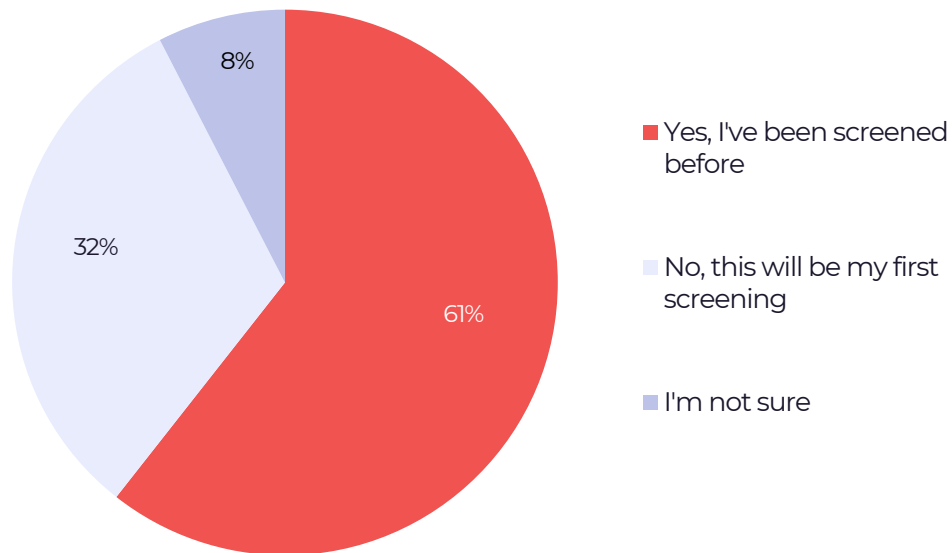
## Process

- Deployed two creative concepts, 1 directed to 18-24-year old, and 1 for 25-40 year old
- Each concept included its own unique headline and ad copy
- Each concept features the same 4 image assets
- Leveraged Facebook’s algorithm to optimize ad delivery based on highest conversion rate
- Determined winning concept based the most survey responses

## Image Assets Tested



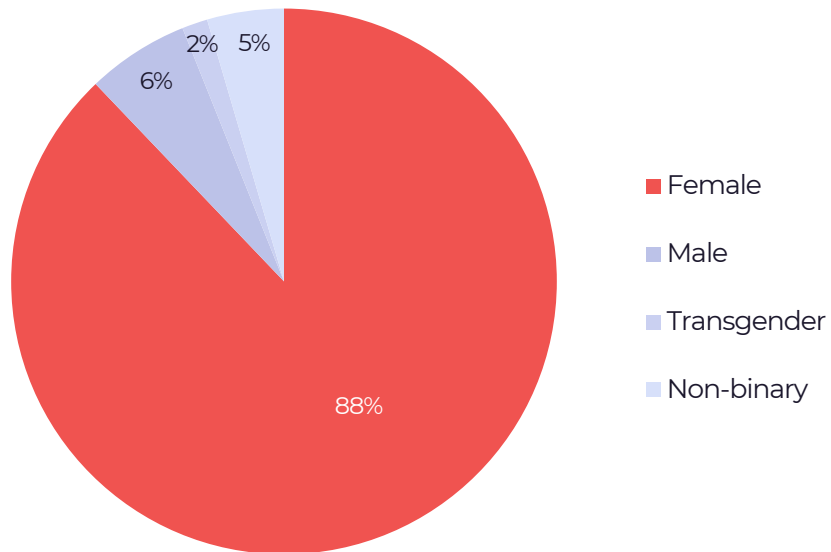
## Have you ever had an STI screening before?



## Key Findings

- Captures responses from all leads
- Nearly 32% of leads have not been screened for STIs
- **Almost 8% of leads were not sure if they had been screened or not.** From 83bar's experience in similar areas, these respondents likely have not been screened before.

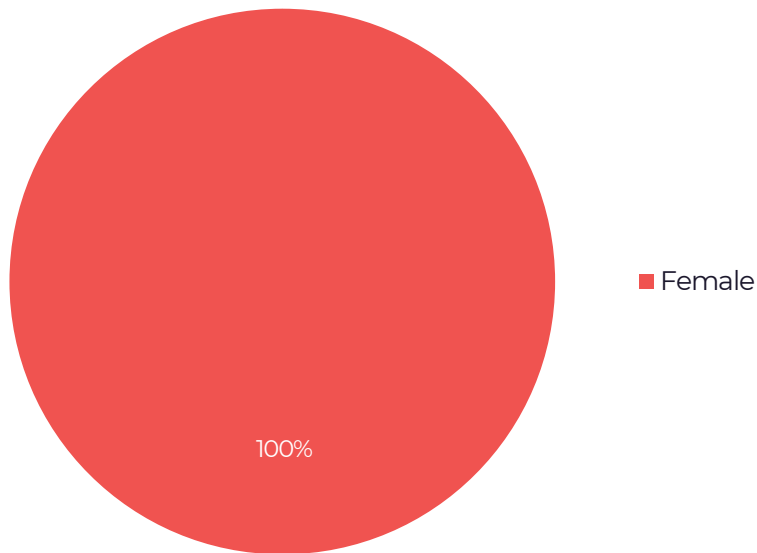
## What do you identify as?



## Key Findings

- Captures responses from all leads
- 88% of leads identify as females
- 0% of leads identified as Intersex

## What was your assigned gender at birth?

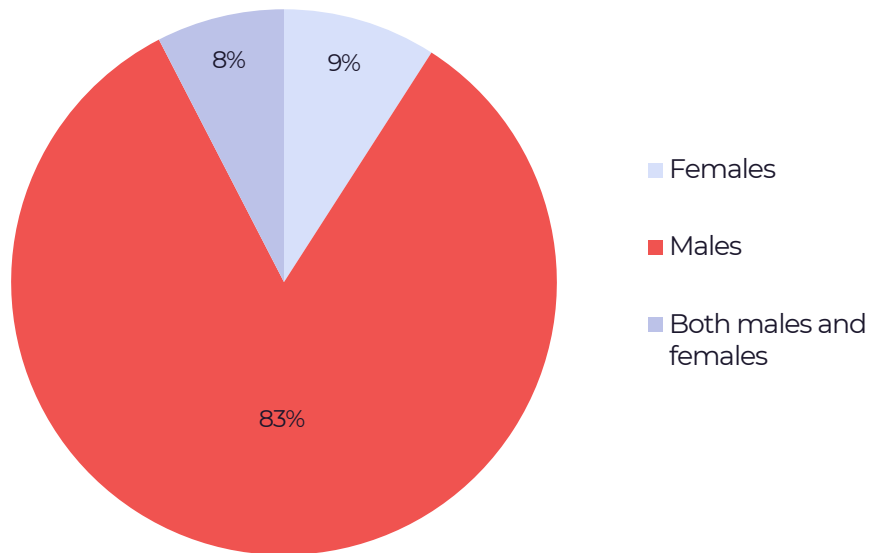


### Key Findings

- Captures responses from leads who responded “transgender” or “non-binary” to question 2 (4 total leads)
- All 4 leads were assigned the gender of female at birth



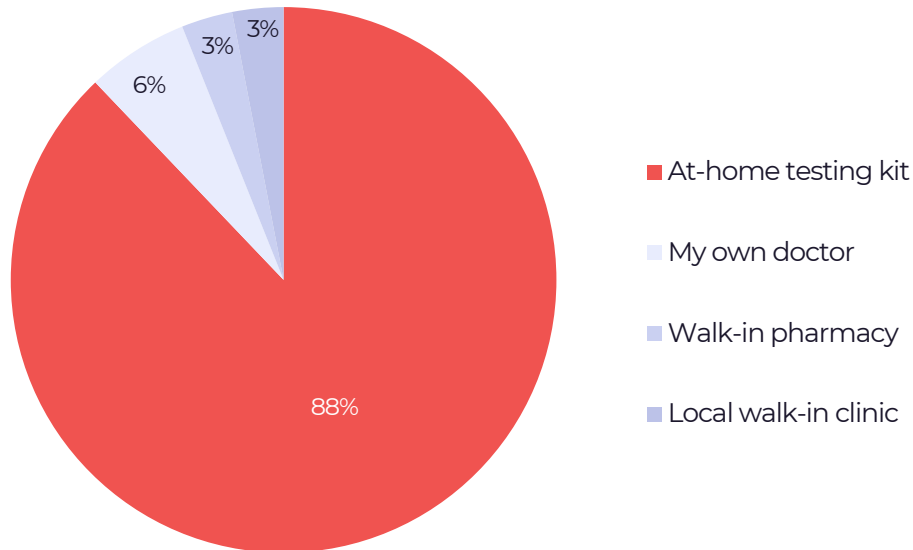
## Who are your typical sexual partners?



### Key Findings

- Captures responses from all leads
- 83% of leads responded that their typical sexual partner(s) are males

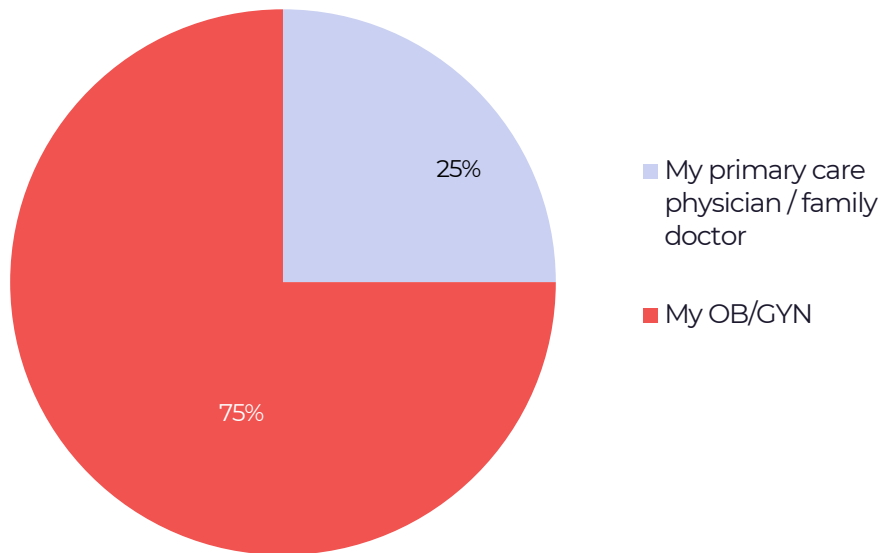
## How would you prefer to have your next or first STI screening?



### Key Findings

- Captures responses from all leads
- Nearly 88% of leads prefer to take a STI screening test at their home
- From 83bar's experience, when offered the choice, healthcare consumers typically choose simple tests in the privacy of their home for the comfort and convenience

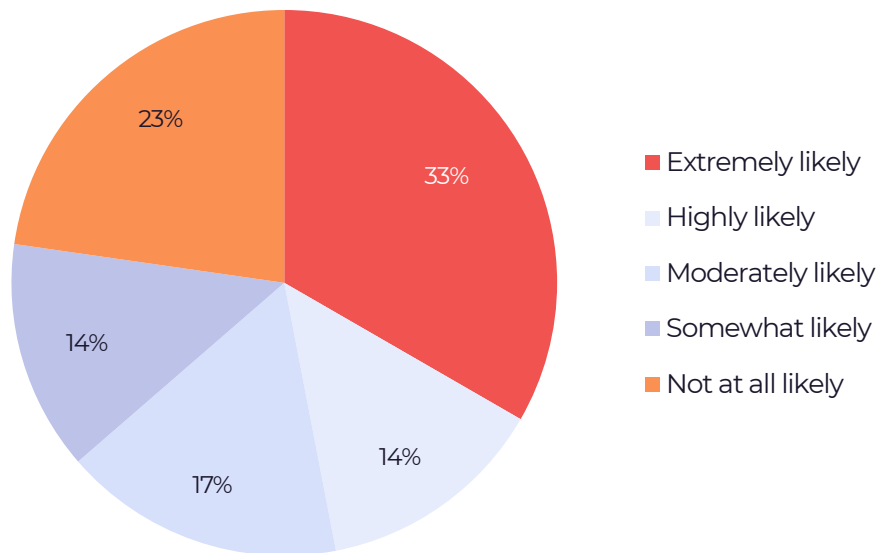
## What type of physician are you most comfortable discussing your sexual health with?



### Key Findings

- Captures responses from leads who responded “my own Doctor” to question 5 (4 total leads)
- 75% of all leads prefer to see their OB/GYN
- 25% of leads prefer to see their PCP
- 0% of leads were most comfortable seeing a urologist or another type of specialist

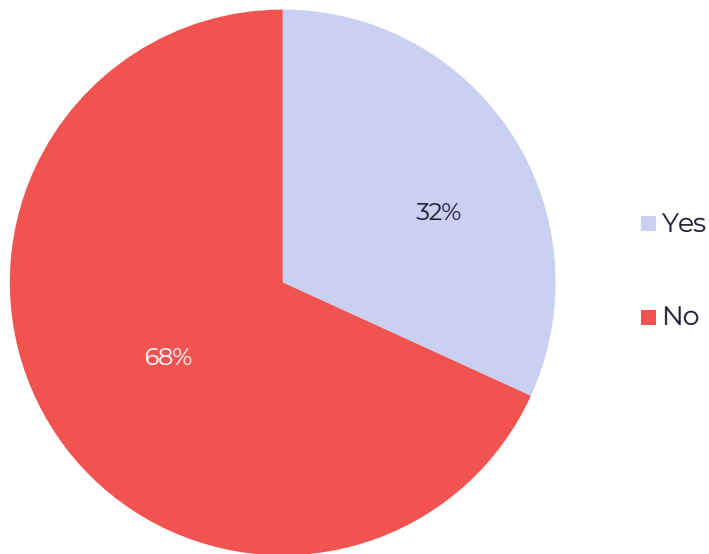
## How likely are you to get an STI screening in the next 3 months?



### Key Findings

- Captures responses from all leads
- 33% of leads are Extremely likely to get an STI screening in the next 3 months, and 13.6% of leads are highly likely, for a total of 46% of “high intent” leads

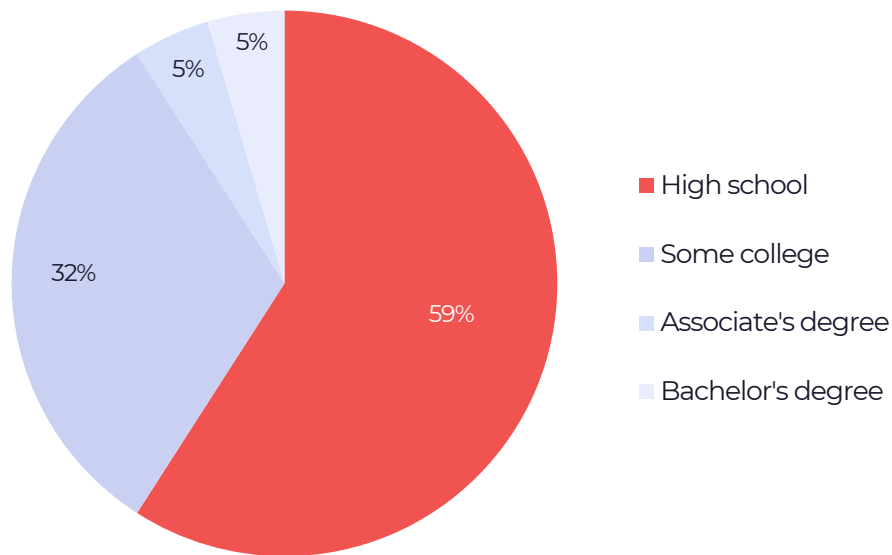
## Are you currently enrolled in college either part time or full time?



### Key Findings

- Captures responses from all leads
- Nearly 32% of leads are enrolled in college

## What is the highest level of school you have completed?



## Key Findings

- Captured responses from all leads
- 59% of leads indicated that their highest level of education is high school
- Nearly 32% of leads indicate they have completed some college. This indicates that the majority of responders are likely current college students

## Conclusions

- 83bar can find and qualify individuals that are candidates for STI testing
- Approximately 32% of leads have never been tested, and 8% are not sure if they have been tested
- An overwhelming majority, nearly 88% of leads, prefer at home testing over other options
- 1/3 of leads are extremely likely to move forward with testing within the next 3 months
- Nearly 60% of leads have completed high school
- Nearly 91% of leads have completed high school or some college (target population)
- Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
  - Industry leading CPL
  - Ad concepts strongly connect with highly targeted audience of sexually active young adults



For more information visit  
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