

Market Report

Cardiomyopathy

Objective

- 83bar targeted the continental US to accelerate learnings at the lowest possible cost per lead in order to test which messaging concept produces the best cost per lead.
- 83bar used regional targeting focusing on the top ten cities with the highest African American population to reach more of our target demographic in order to determine which method of targeting generated maximum patient demand.

Definition of a Qualified Lead

- A qualified lead is a lead who has a cardiomyopathy diagnosis

Process

Facebook Ad Targeting

- Men and Women / Age 18-65+

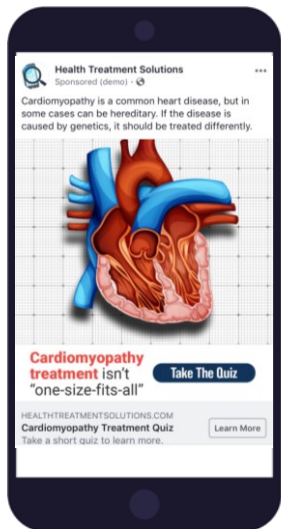
Geo-Target

- Nationwide

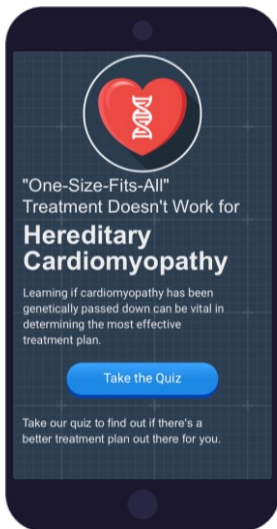


Optimized to ensure high consumer engagement

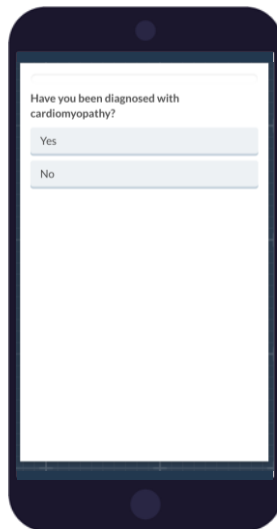
Social Media



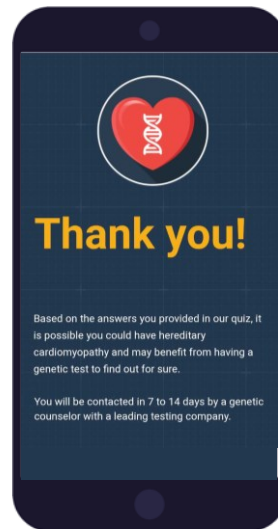
Landing Page



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

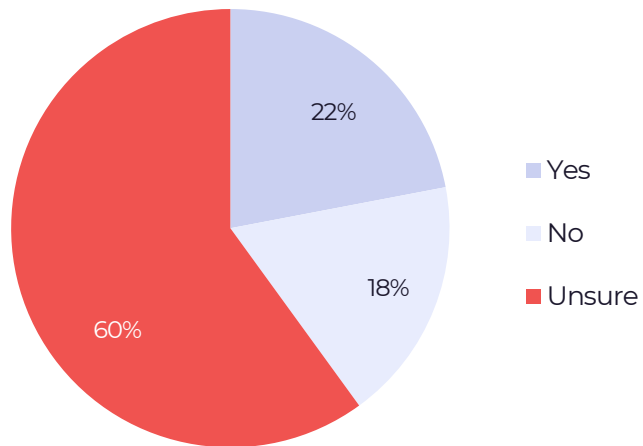
Attract

Engage

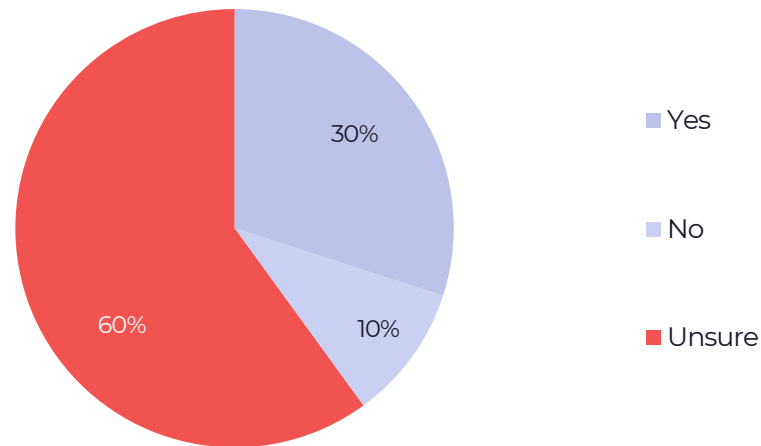
Qualify

Collect

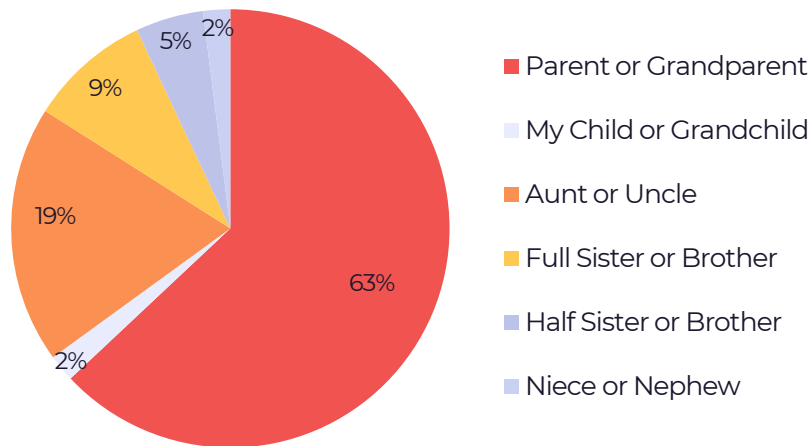
22% of total respondents have a family history of cardiomyopathy



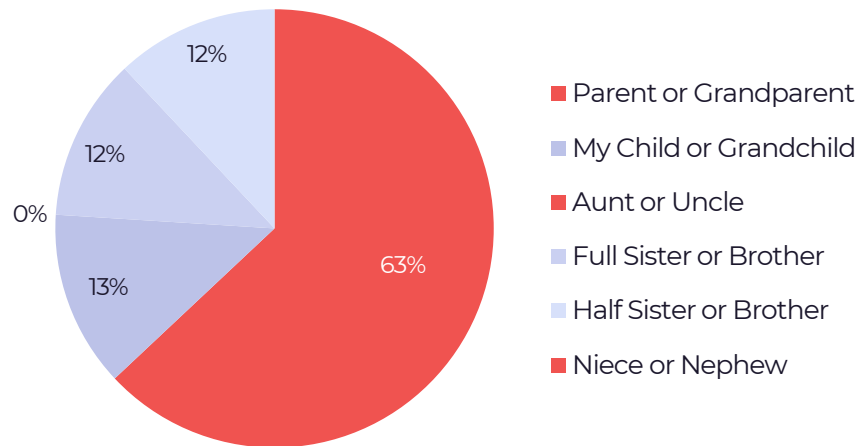
30% of all diagnosed patients have a family history of cardiomyopathy



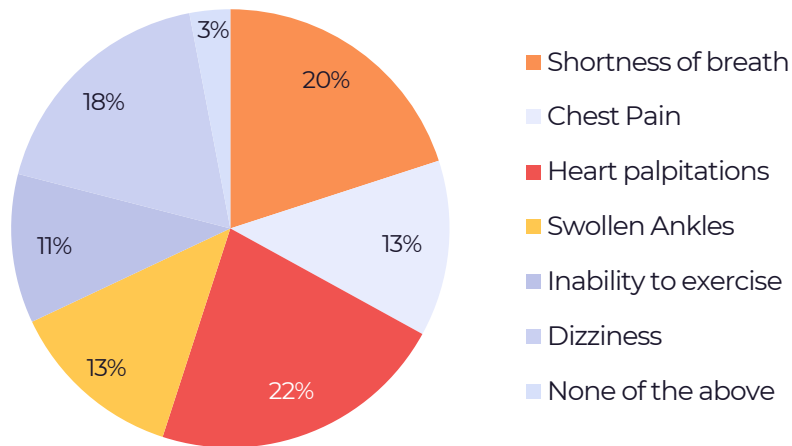
The top three relatives of all respondents who have had cardiomyopathy are a parent/grandparent, aunt or uncle, and full sister/brother



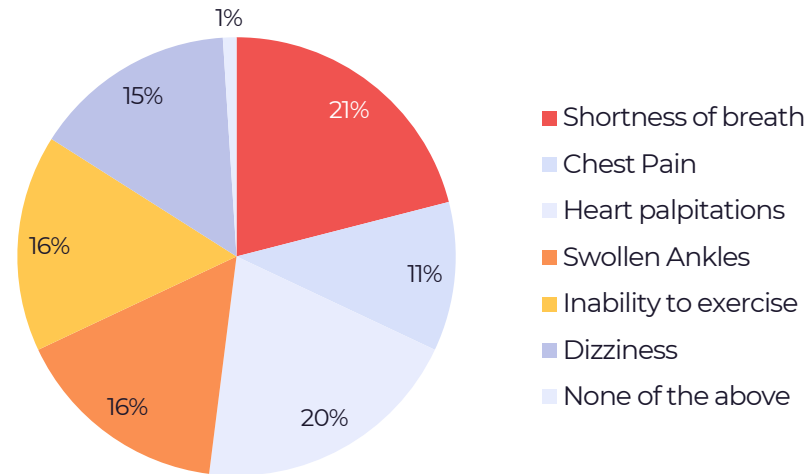
The top 4 relatives of all diagnosed respondents who have had cardiomyopathy are a parent/grandparent, child or grandchild, sister/brother, and half sister/brother



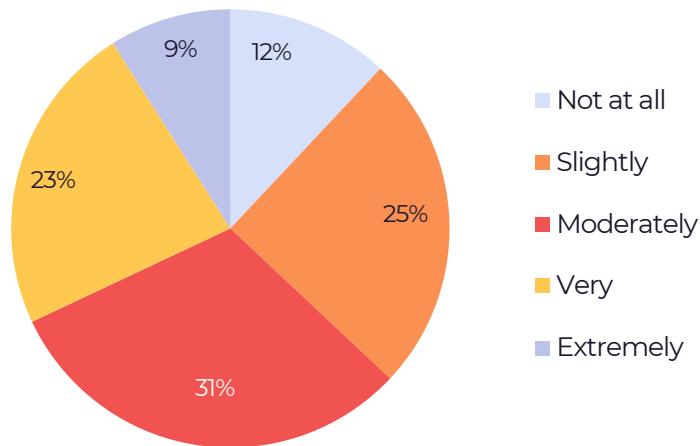
The top three symptoms of all respondents are heart palpitations, shortness of breath, and dizziness



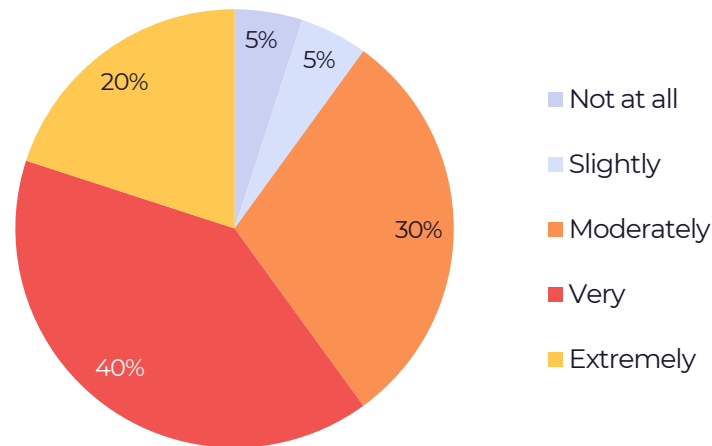
The top three symptoms of all diagnosed respondents are shortness of breath, heart palpitations, and swollen ankles/inability to exercise



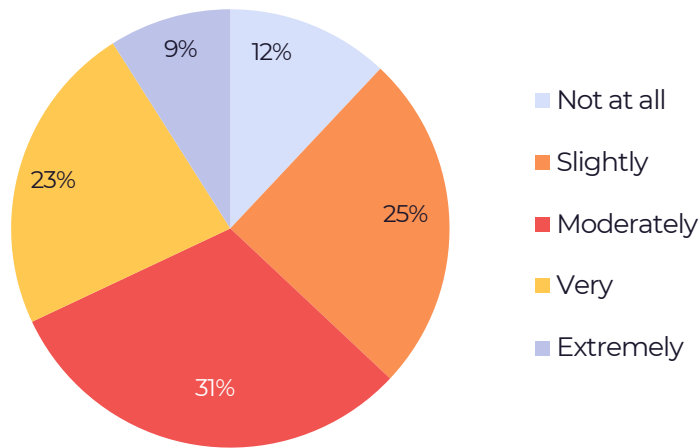
63% of all respondents said their symptoms are moderately to extremely impacting their daily life



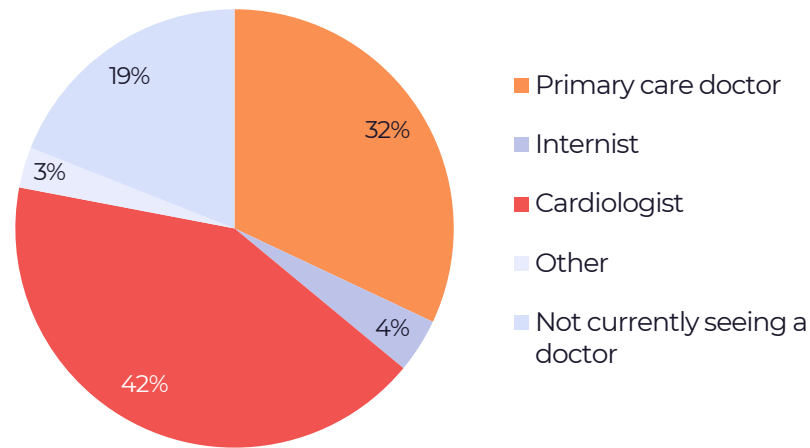
90% of all diagnosed respondents said their symptoms are moderately to severely impacting their daily life



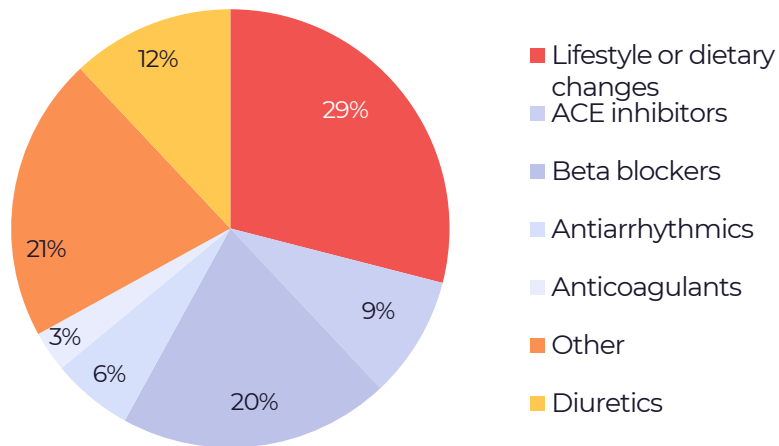
42% of all respondents have last seen a Cardiologist for their symptoms



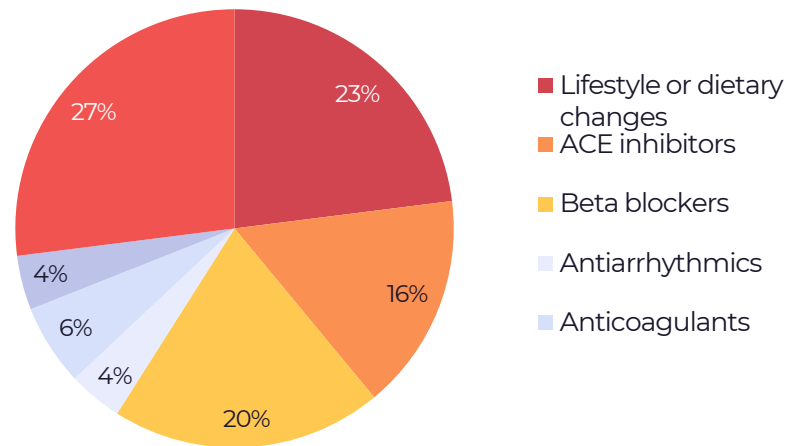
75% of all diagnosed respondents have last seen a Cardiologist for their symptoms



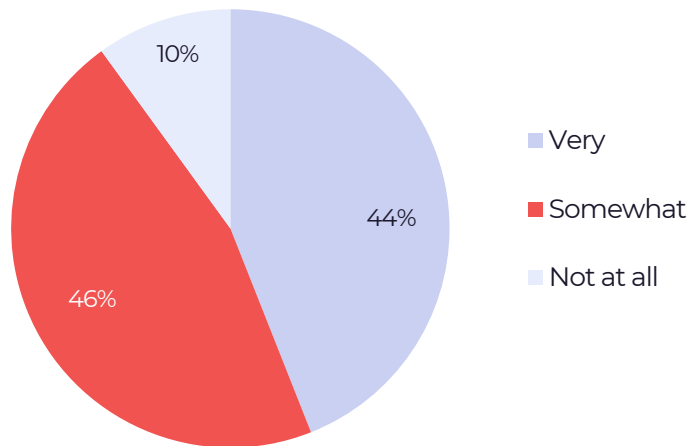
The top three methods of treatment provided by a doctor for all respondents are lifestyle or dietary changes, other, and beta blockers



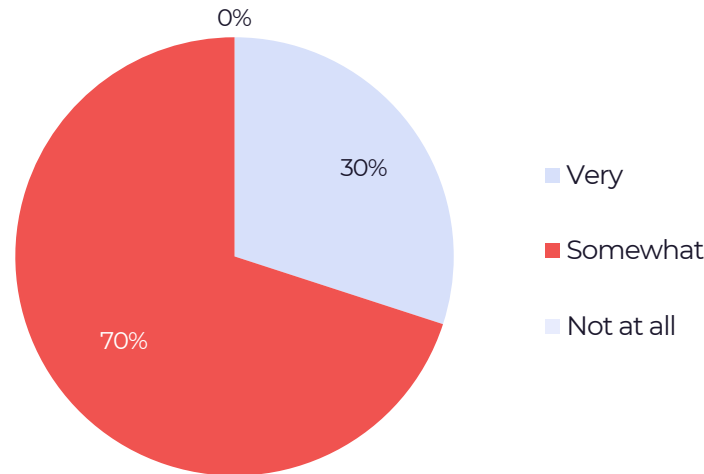
The top three methods of treatment provided by a doctor for all diagnosed respondents are lifestyle or dietary changes, diuretics, and beta blockers



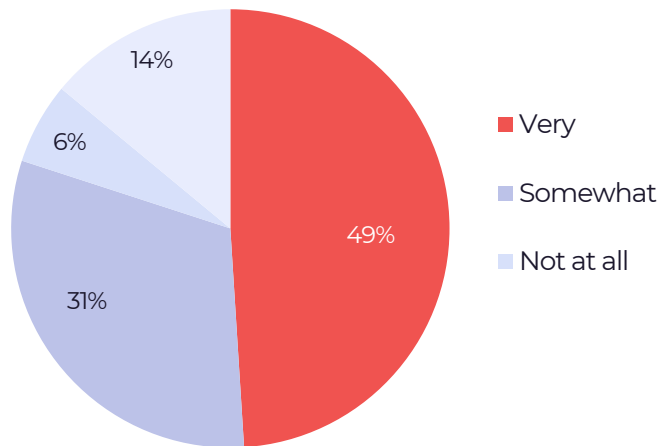
90% of all respondents are somewhat or very interested in a cardiomyopathy genetic test



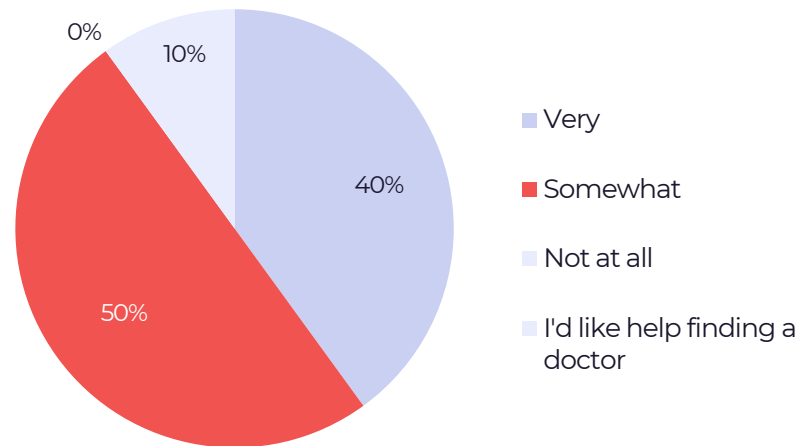
100% of all diagnosed respondents are somewhat or very interested in a cardiomyopathy genetic test



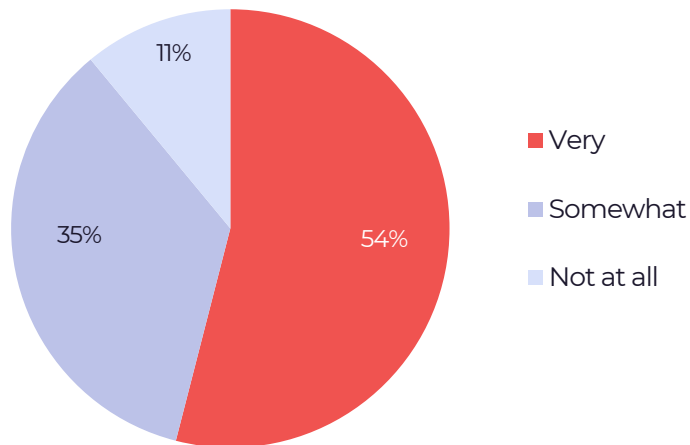
80% of all respondents are somewhat or very likely to ask their doctor about the genetic test, and 14% would like help finding a doctor to administer the test



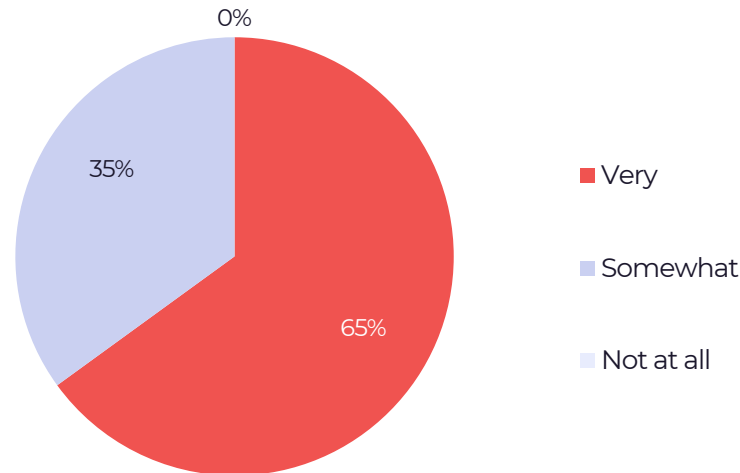
90% of all diagnosed patients are somewhat or very likely to ask their doctor about the genetic test, and 10% would like help finding a doctor to administer the test



89% of all respondents are somewhat to very likely to tell their family members about the genetic test



100% of all diagnosed respondents are somewhat to very likely to tell their family members about the genetic test





For more information visit
www.83bar.com

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