

Market Report

Chronic Nerve Pain

Objective

- Given the NCBI reports higher percentages of chronic pain patients who are middle aged and older, 83Bar targeted men and women ages 30-65+ in San Diego, Atlanta, Philadelphia, Dallas and Detroit, hoping to attract an older demographic that would be interested in axon therapy for chronic nerve pain.

Acquisition Metrics

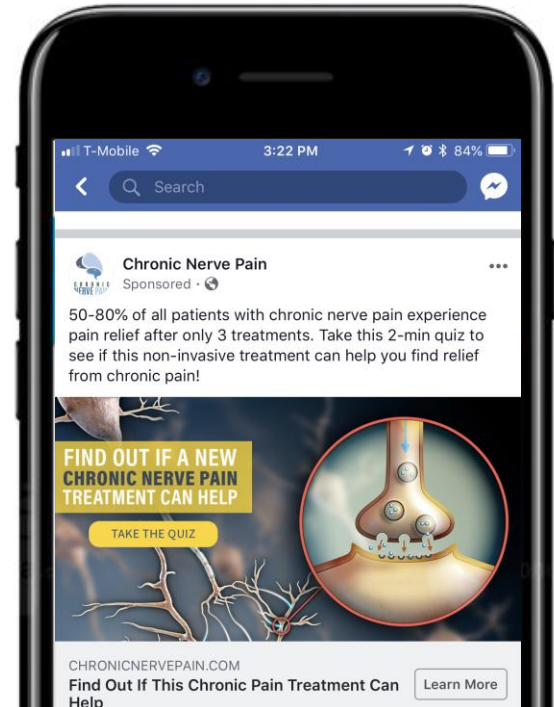
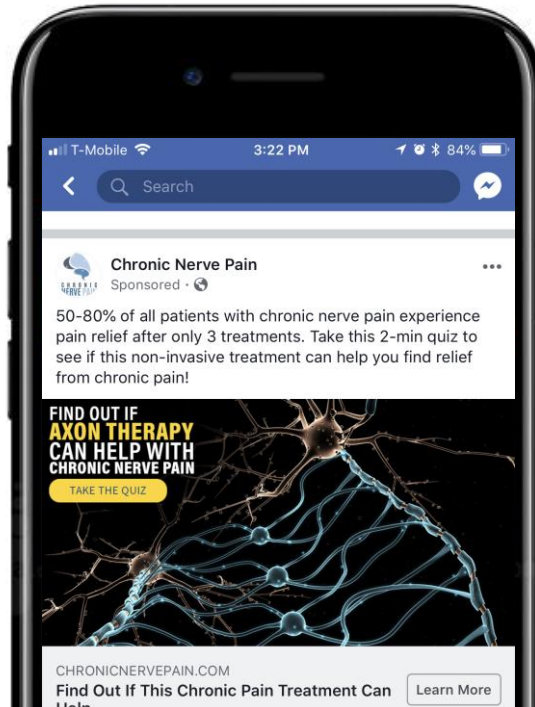
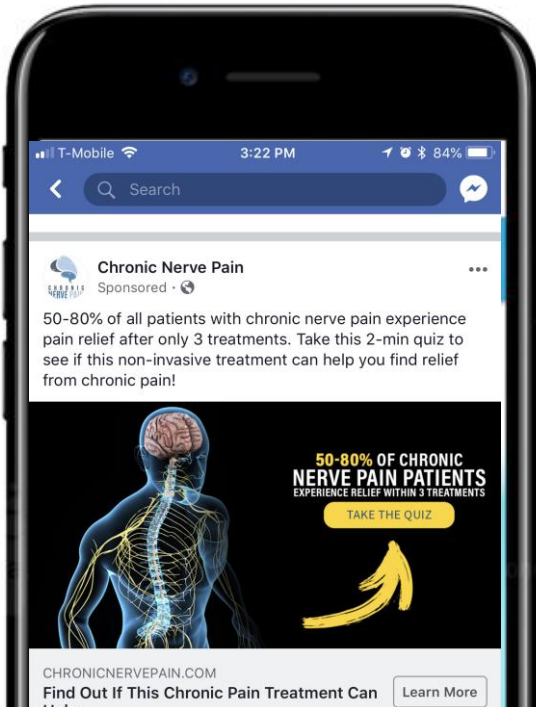
- 52 total survey submissions
- \$5.82 Average CPL - Facebook

Campaign Dates

- Ads ran from Sep 11-14, 2018
- Targeted men & women, 30-65+ nationwide



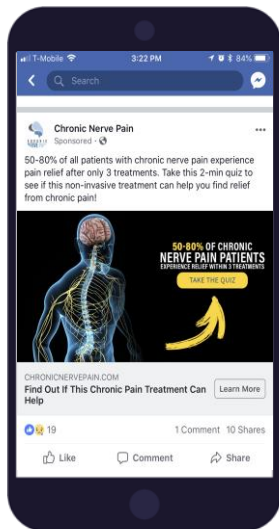
Image Assets Tested



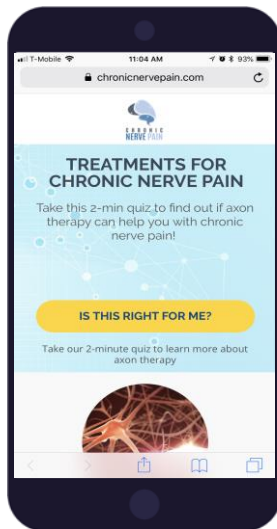
Attract patients who need treatment

Optimized to ensure high consumer engagement

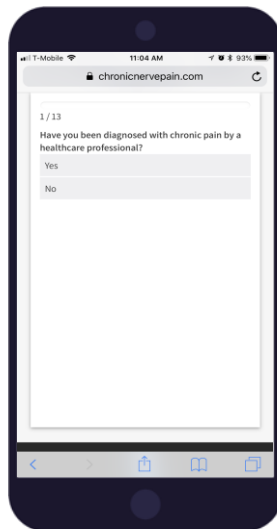
Social Media



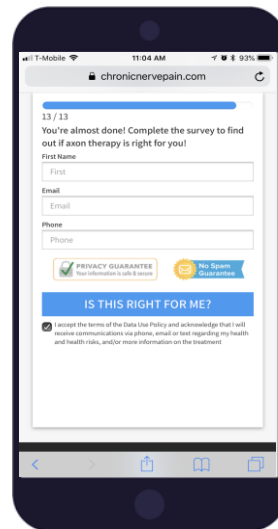
Landing Page



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

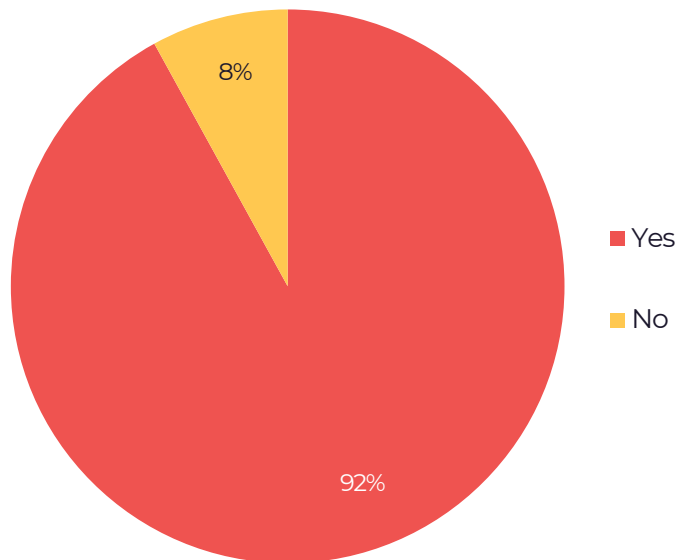
Attract

Engage

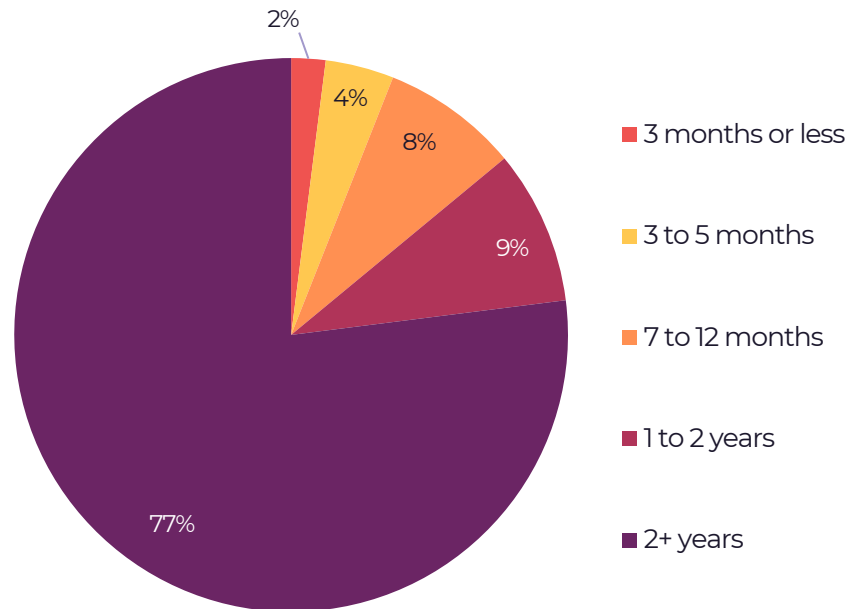
Qualify

Collect

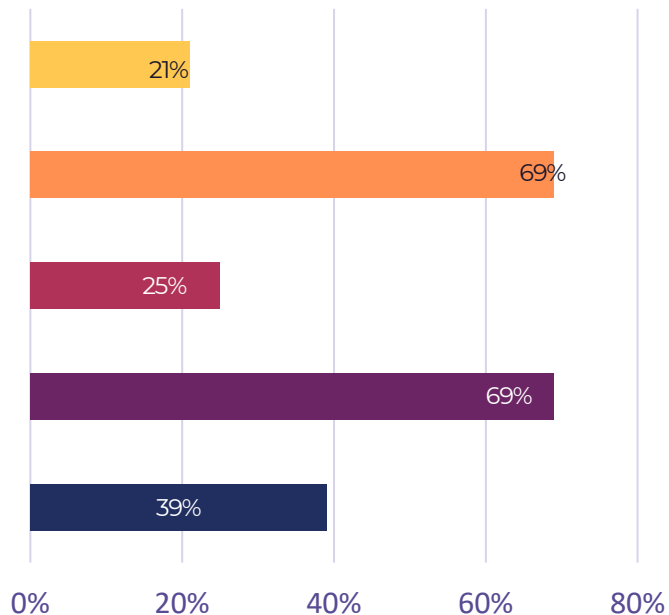
Have you been diagnosed with chronic pain by a healthcare professional?



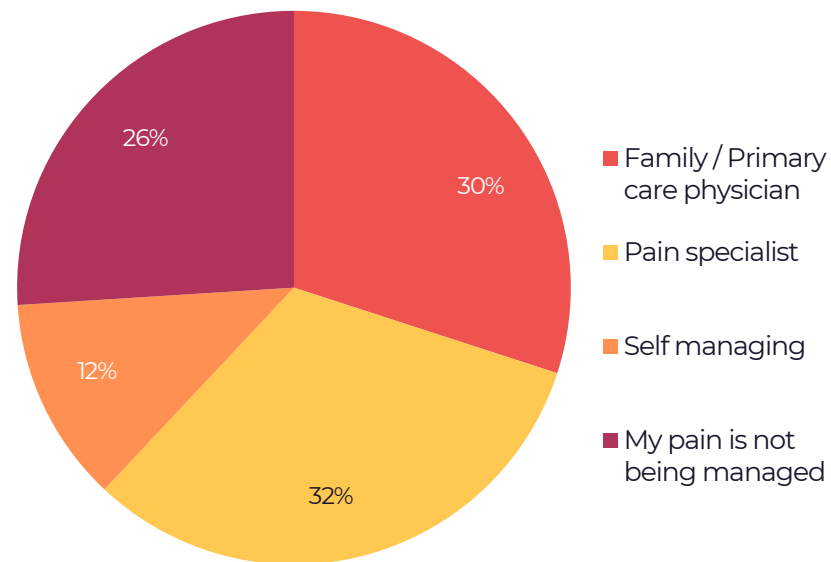
How long have you been experiencing uncontrolled pain?



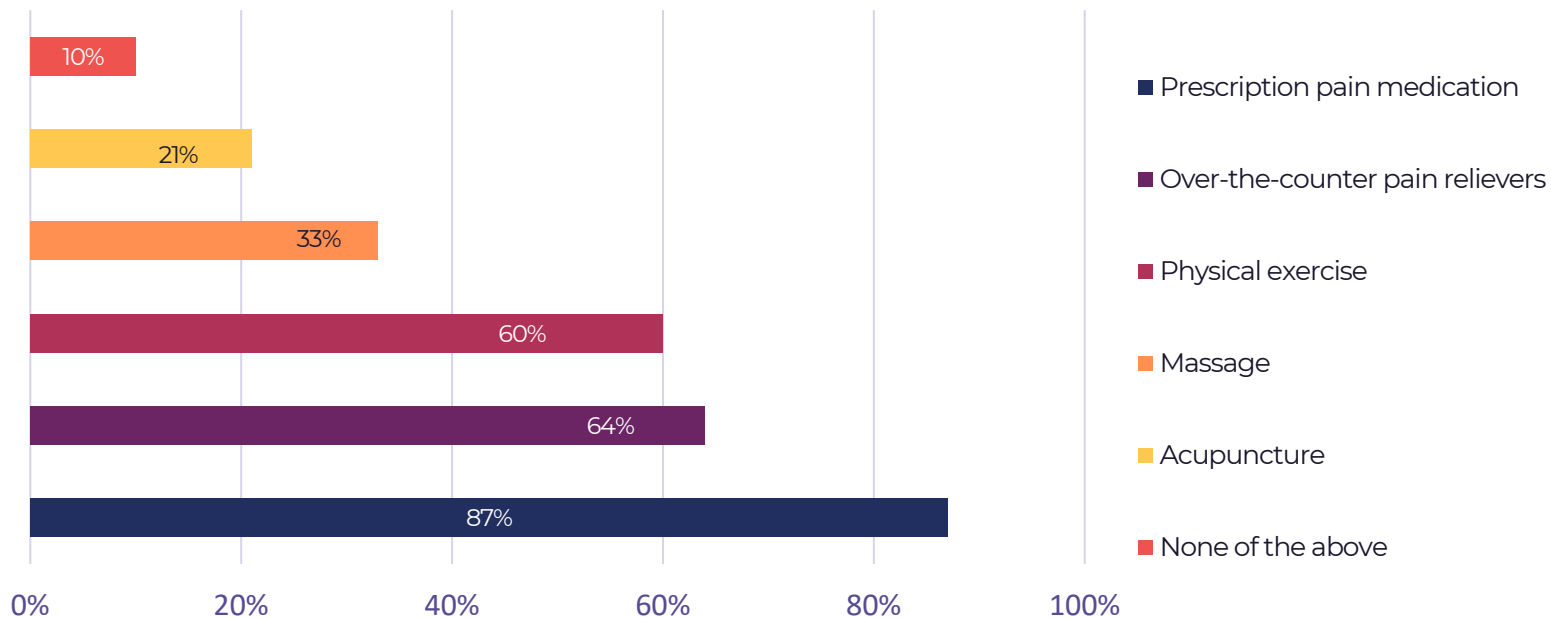
Where is your pain located?



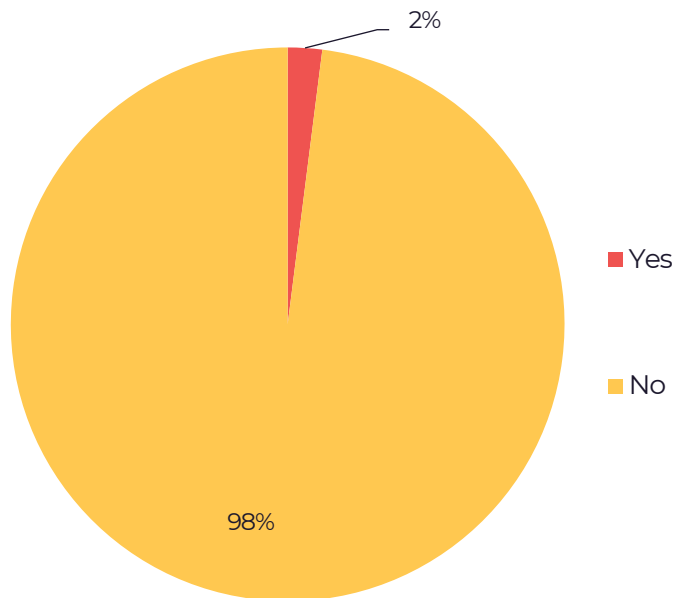
Who is currently managing your pain treatment?



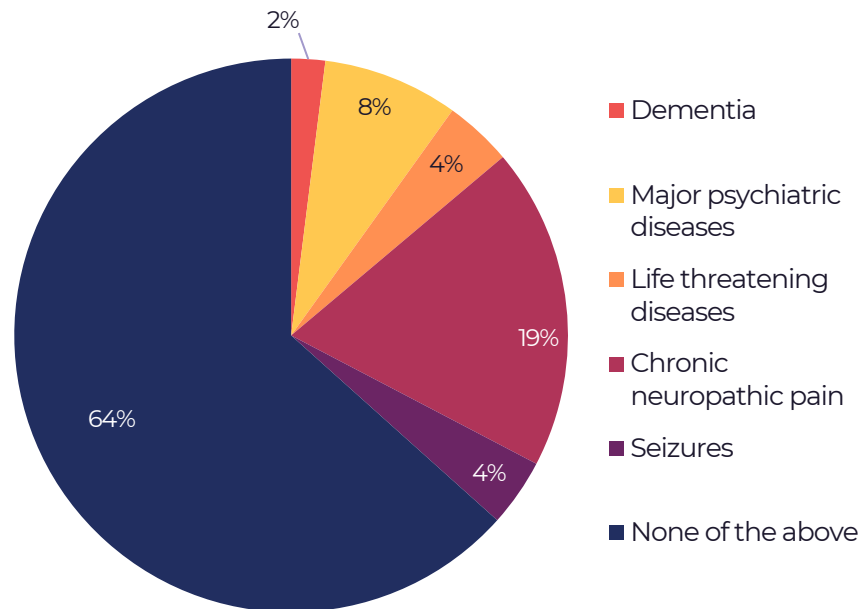
Have you tried any of the ff in order to control your pain?



Have you ever had a pacemaker implant?



Do you have a history of any of the ff conditions?



Summary and Conclusion

- 92% of leads have been diagnosed with chronic pain by a medical professional
- 77% of leads have been experiencing uncontrolled pain for 2 years or more
- 38% of leads say the pain is in their arms, 69% said their legs, 25% said torso
- 69% of leads say the pain is in their back, while 21% said their pain is located on their head
- 30% of leads are seeing a primary care physician, 32% are seeing a pain specialist and 26% say their pain is not being managed
- In terms of pain scale, 9% rank their pain at a 10, 7% at a 9, 32% at 8, 28% at 7, 15% at 6, 3% at 5, but no leads ranked their pain at 4 or lower
- 85% have tried prescription pain medication, 63% say they've tried OTC meds, 59% have tried lifestyle change, 32% have tried massage, 21% have tried acupuncture, 22% have tried nerve block, 28% have tried physical therapy, 5% have tried surgery
- 0 leads said they were not frustrated with their current treatment effectiveness, 20% said they were very frustrated and 41% said they were extremely frustrated
- 47% say they would be willing to pay less than \$150 per treatment, 5% said \$15-\$200 and 3% said they'd pay \$550-\$600 per treatment



For more information email
www.83bar.com

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