

A detailed 3D rendering of a coronavirus particle, showing its characteristic spherical shape with a textured surface and numerous red, spike-like protrusions. The background is a vibrant, multi-colored field of smaller, similar particles and cellular structures in shades of blue, purple, and red.

Market Report

**COVID-19
Antibody
Testing**

Objective

- Utilize Facebook and Google Search ads to attract prospective patients and direct them to a dedicated landing page where they can request a call from an Express ER doctor or nurse
- To create awareness, we used Facebook to promote Covid-19 antibody testing
- To reach leads experiencing a medical emergency, we used Google to promote emergency services

Acquisition Metrics

- 143 call requests
- 95 prospective patients were recommended to come-in
- 14 attended their appointment
- 11 were interested in Covid-19 antibody testing and 3 had medical concerns

Campaign Dates

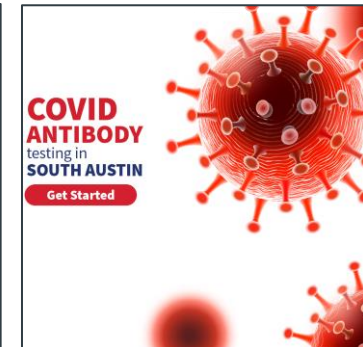
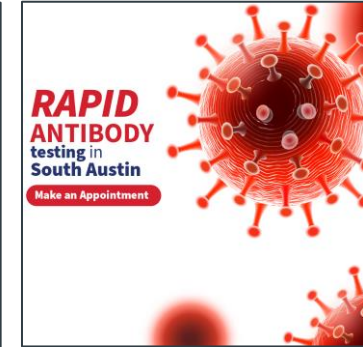
- Ads ran May 6 – 25, 2020
- Targeted men and women 18+ within a 6-mile radius of Express ER Austin



Process

- To create awareness, we used Facebook to promote Covid-19 antibody testing
- To reach leads experiencing a medical emergency, we used Google to promote emergency services
- We created a dedicated landing page with an embedded form for prospective patients to request a call from an ER doctor or nurse

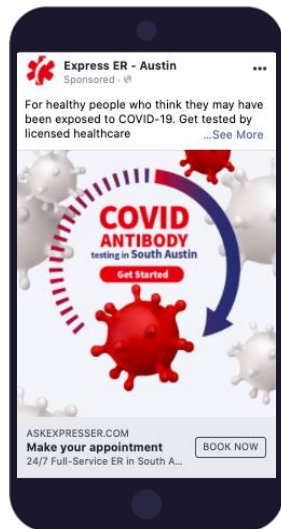
Image Assets Tested



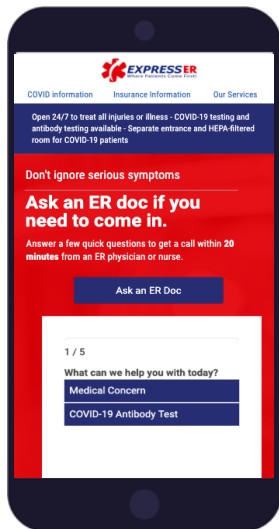
Attract patients who need treatment

Optimized to ensure high consumer engagement

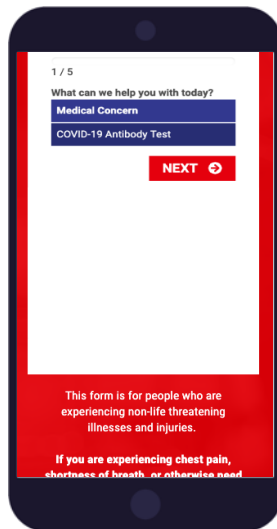
Social Media



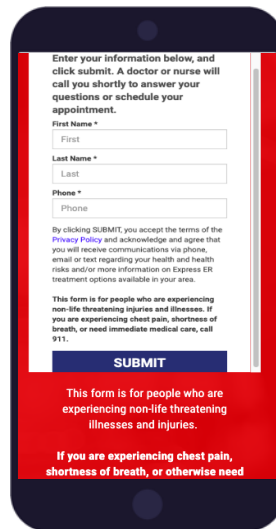
Landing Page



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

Express ER - Austin
Sponsored · 📍

For healthy people who think they may have been exposed to COVID-19. Get tested by licensed healthcare [...See More](#)



COVID ANTIBODY
testing in South Austin

[Get Started](#)

ASKEXPRESSER.COM
Make your appointment
24/7 Full-Service ER in South A... [BOOK NOW](#)

EXPRESSER
Where Patients Come First

[COVID Information](#) [Insurance Information](#) [Our Services](#)

Open 24/7 to treat all injuries or illness - COVID-19 testing and antibody testing available - Separate entrance and HEPA-filtered room for COVID-19 patients

Don't ignore serious symptoms

Ask an ER doc if you need to come in.

Answer a few quick questions to get a call within 20 minutes from an ER physician or nurse.

[Ask an ER Doc](#)

1 / 5

What can we help you with today?


[Medical Concern](#)

[COVID-19 Antibody Test](#)


This form is for people who are experiencing non-life threatening illnesses and injuries.

If you are experiencing chest pain, shortness of breath, or otherwise need immediate medical care, call 911 immediately.

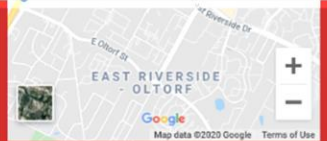
The Most Reliable ER in South Austin



Board-certified ER Doctors On-Site 24/7



COLA-Certified Stat Lab Testing



LOCATION

Conveniently located in South Austin

Address
2020 E Riverside Drive, Austin, Texas 78741

Telephone:
512-877-5541

We're Open 24 Hours a Day, 7 Days a Week. Get Emergency Care Immediately!

[Check In Online](#)

[Data Use Policy](#)

ER or Urgent Care? | Looking for ER or Urgent Care? | Express ER Austin

[Ad](#) www.askexpresser.com

Ask an ER physician or nurse if you need to come in. Callback within 20 minutes. Full-service ER in South Austin.

[Insurance Information](#)

[Our Services](#)

[Request a Callback](#)

[COVID Information](#)

Looking for ER or urgent care? | Express ER Austin | We're here for you

[Ad](#) www.askexpresser.com

Get a callback from an ER nurse within 20 minutes to see if you need to come in. 24/7 full service ER with Urgent Care services for the whole family in South Austin.

[Insurance Information](#)

[Our Services](#)

[Request a Callback](#)

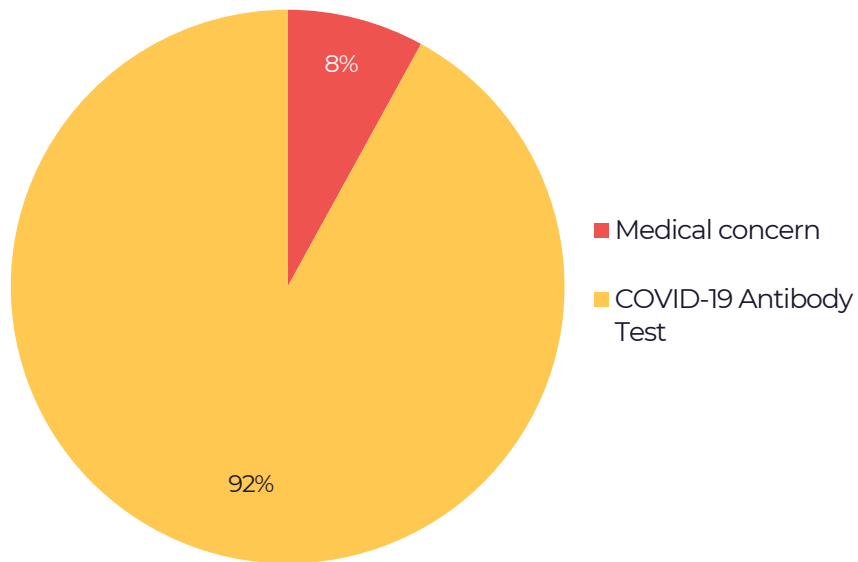
[COVID Information](#)

CONVERSIONS

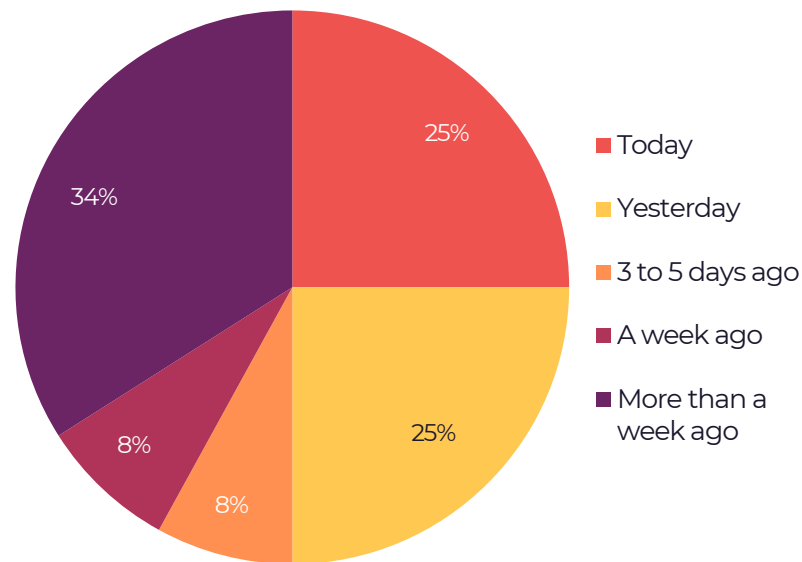
13 people requested a call after clicking a Google search ad

Five people called Express ER directly from the number on the Google search ad

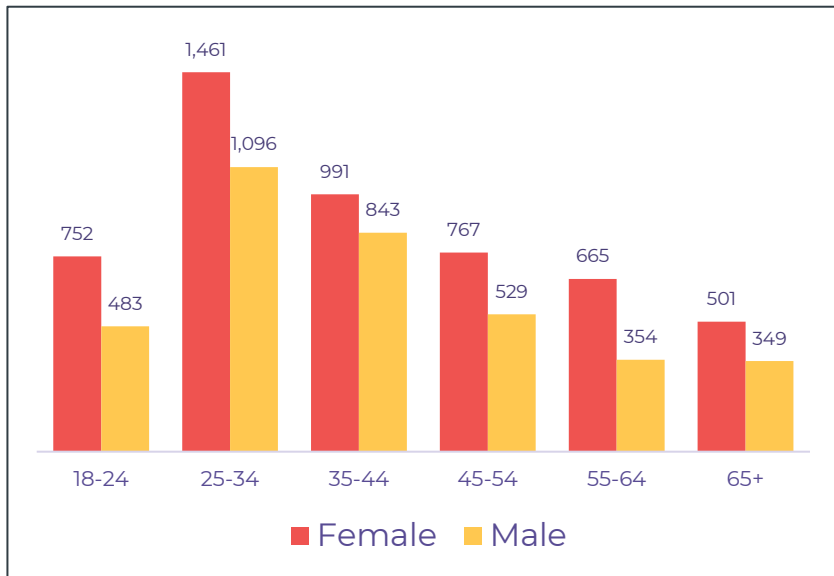
What can we help you with today?



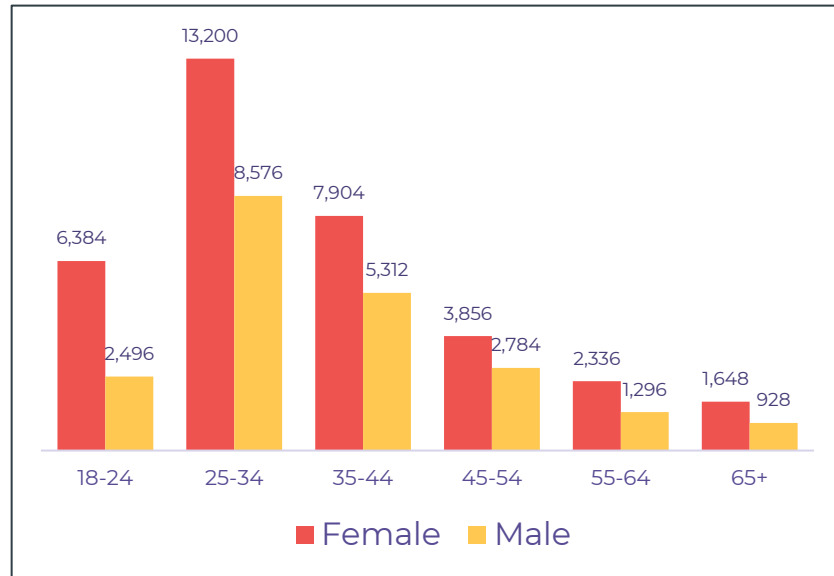
When did your symptoms start?



Google



Facebook



Note: The metrics depicted in the two graphs represent ad impressions.

Enter your information below, and click submit. A doctor or nurse will call you shortly to answer your questions or schedule your appointment.

First Name *

Last Name *

Phone *

By clicking SUBMIT, you accept the terms of the [Privacy Policy](#) and acknowledge and agree that you will receive communications via phone, email or text regarding your health and health risks and/or more information on Express ER treatment options available in your area.

This form is for people who are experiencing non-life threatening injuries and illnesses. If you are experiencing chest pain, shortness of breath, or need immediate medical care, call 911.

SUBMIT

This form is for people who are experiencing non-life threatening illnesses and injuries.

If you are experiencing chest pain, shortness of breath, or otherwise need immediate medical care, call 911

 **EXPRESS ER**
Express ER - Express ER - Express ER COVID information Our Services

Thank you!

An ER doctor or nurse will call you back within

20 minutes


Make sure you stay close to your phone.

This form is for people who are experiencing non-life threatening illnesses and injuries.

If you are experiencing chest pain, shortness of breath, or otherwise need immediate medical care, call 911 immediately.

 Resources for

Resources for those impacted by COVID-19



- [Infographics and downloadable resources from the CDC](#)
- [Ways to help slow the spread of COVID-19](#)
- [Testing for COVID-19](#)
- [COVID-19 antibody testing](#)

[Data Use Policy](#)

CONSENT & CONTACT INFO

- Contact information collected for 24 total leads
- 83bar can find leads who may be candidates for opioid addiction treatment
- These leads are willing to take an online survey and are willing to be contacted

Summary and Conclusion

- **65% of call requests were recommended to come-in.** We received 146 call requests. Of these, 95 leads were contacted and recommended to come-in. Fifty-one leads did not move forward after initially showing interest. This is primarily because the lead could not be reached after call attempts.
- **15% of those recommended to come-in attended their appointment.** Of the 95 prospective patients that were contacted, 14 attended their appointment. Eleven patients were seeking Covid-19 antibody testing, and three patients had medical concerns.
- **19% of people that engaged with the ads are in the 25-34-year-old age group.** Across all age groups, the majority of people that engaged with the ads are female.
- **67% of all call requests have private insurance.** Of the 143 call requests received, 96 prospective patients are privately insured. Fourteen prospective patients have some form of public insurance like Medicare or Medicaid, and thirty-three are not insured.
- **83bar can find and qualify leads who are**
 - Actively searching for emergency services
 - Willing to submit an online form and share their contact information
 - Willing to be contacted to by an Express ER doctor or nurse
- **RECOMMENDATION:** Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
 - Industry leading CPL
 - Ad concepts that strongly connect with patient population



For more information email
www.83bar.com

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