

Market Report

Cryotherapy

Objective

- Conduct market research to better understand cryotherapy 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

- Men and women, ages 24-64
- Living in Houston, Texas
- Younger demographic interested in cryotherapy for athletic recovery
- Older demographic interested in using cryotherapy as treatment for chronic pain and inflammation



Creative Development

- To attract cryotherapy patients, we produced visual variants following proven 83bar best practices
- The main concept is to use graphics that convey the messaging and force users to stop and look at the ad since it stands out from other content in their newsfeed

Ad Targeting

- Men and women / Ages 24-64
- Geo-Target: Houston, Texas

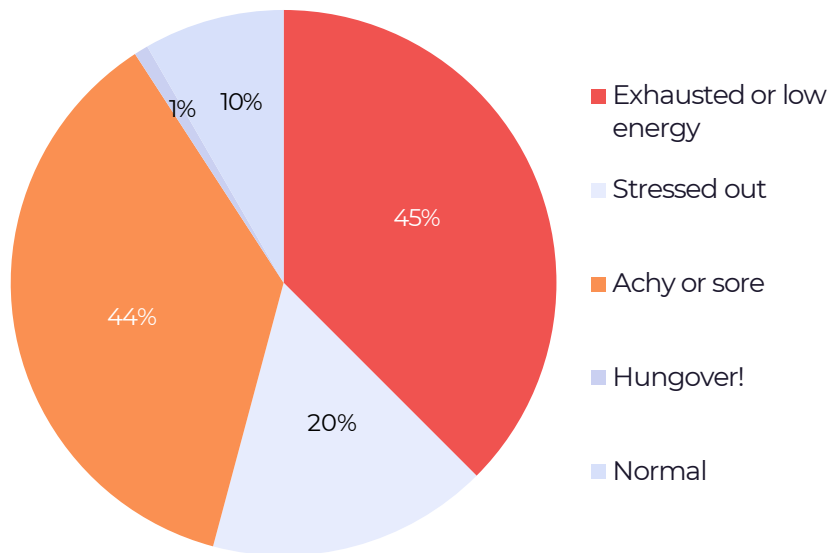
Run Dates

- May 15 - 20, 2018

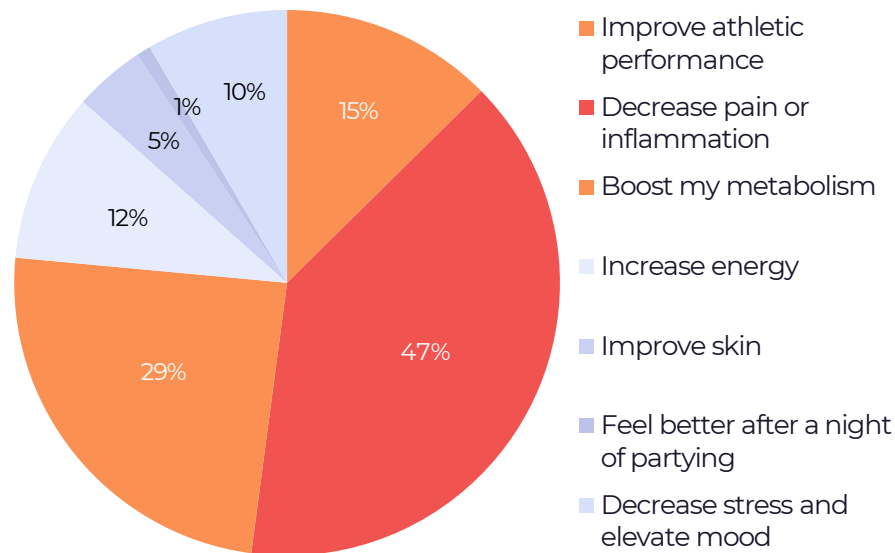
Acquisition Metrics

- 155 total leads or survey completions
- \$7.30 average cost per lead (CPL)
- \$69.44 average cost per show
- 35 known shows
- 1 sale

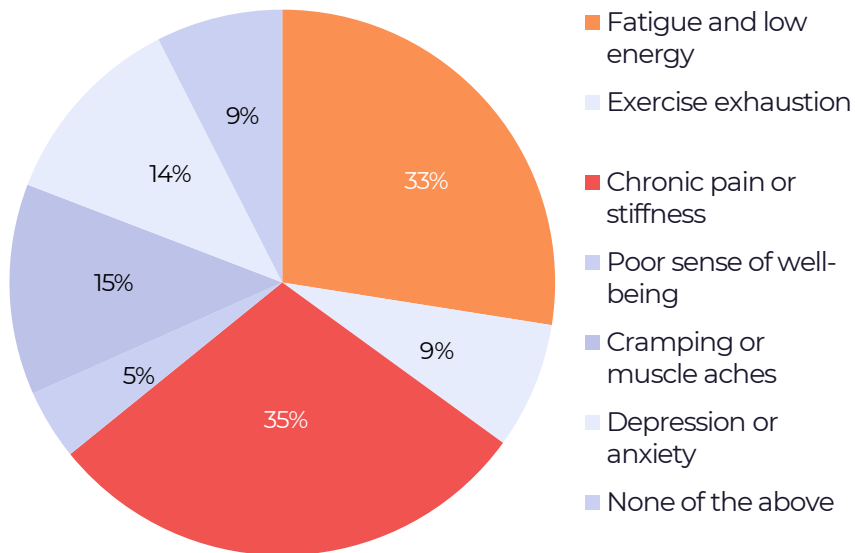
How are you feeling today?



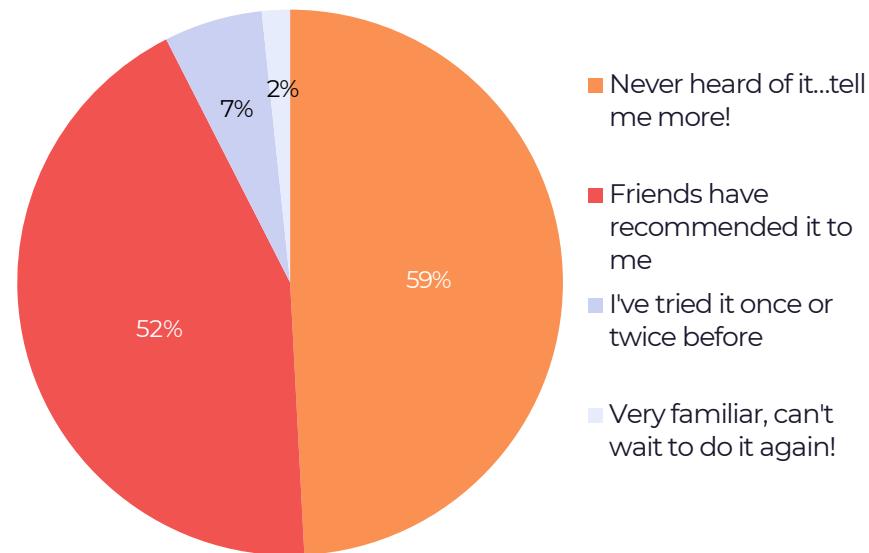
What would you most like to achieve?



Do you struggle with any of these chronic issues?



How familiar are you with Cryotherapy?



Findings

- 44% of leads feel exhausted, low energy and 43% feel achy and sore
- 15% would most like to achieve an improved athletic performance
- 47% want to relieve pain and inflammation
- 29% want to boost their metabolism
- 32% struggle with chronic fatigue and low energy
- 35% experience chronic pain or stiffness
- 14% struggle with depression or anxiety
- 7 leads had contraindications, such as heart conditions, advanced type 2 diabetes, bacterial/viral skin infections and deep vein thrombosis
- 59% had never heard of cryotherapy before and 51% have had friends recommend it
- 90% were interested other services, such as IV hydration, hyperbaric oxygen therapy or infrared sauna sessions





Paul Egli

VP of Business Development

paul@go83bar.com

415-403-9404

With 83bar since inception and bringing 15 years of successful medical device direct to physician sales experience. Intimate knowledge of the barriers faced by both the patient and the physician in need of each other as they both navigate through today's ever-changing healthcare insurance landscape.



Bob Baurys

President & CEO

bob@go83bar.com

512-592-9177

CEO, founder, advisor, investor and fundraiser with a particular focus on health care, technology and service sectors. Bias toward rapid growth and development while creating new market niches in technology-enabled health care and wellness fields. Currently operating 83bar, LLC. with directional strategic guidance to The Gents Place, Texas Metabolic Centers, Replenish Hydration, and Optimal Thyroid Program, LLC.



For more information visit
www.83bar.com

© 2020 83bar LLC