

Market Report

# Epinephrine Pen



## Objective

- Created a nationwide campaign targeting men and women ages 18-65+ to accelerate learnings at the lowest possible cost per lead to determine the demand for an epinephrine auto-injector alternative and interest in participating in a video interview

## Acquisition Metrics

- 113 total survey submissions
- 89 qualified and interested leads

## Campaign Dates

- Targeted men & women, 18+



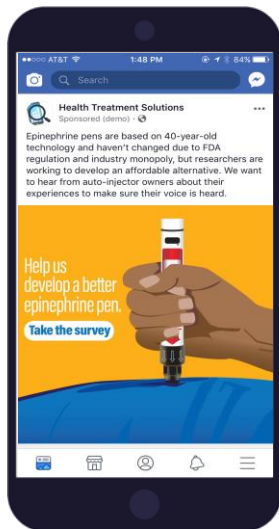
## Image Assets Tested



# Attract patients who need treatment

Optimized to ensure high consumer engagement

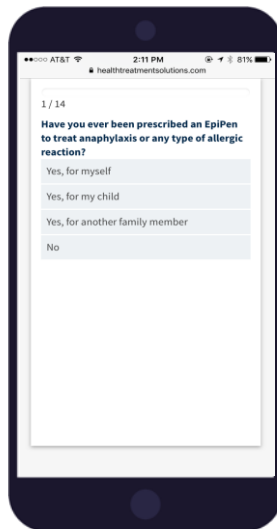
## Social Media



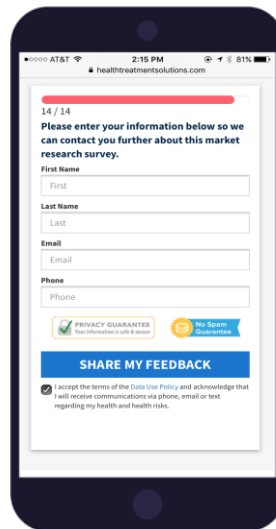
## Landing Page



## 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

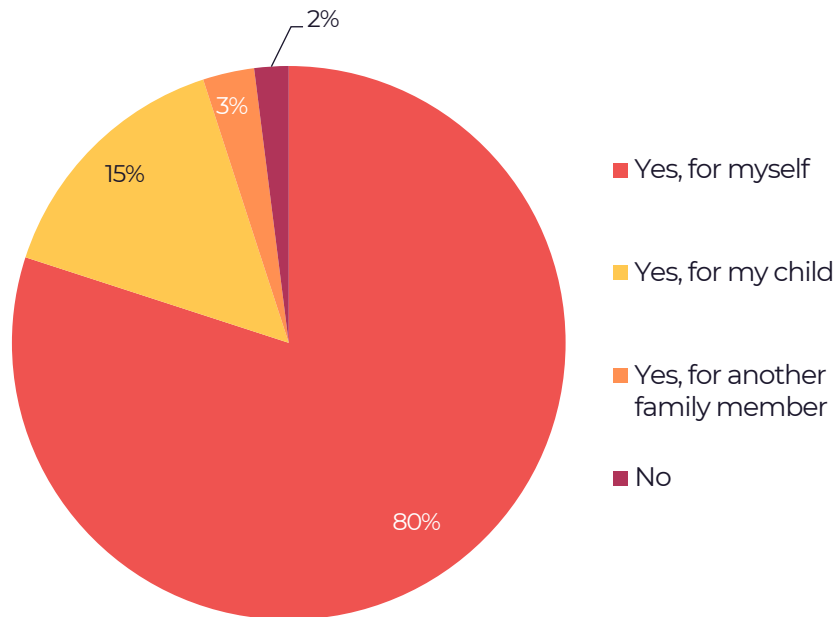
Attract

Engage

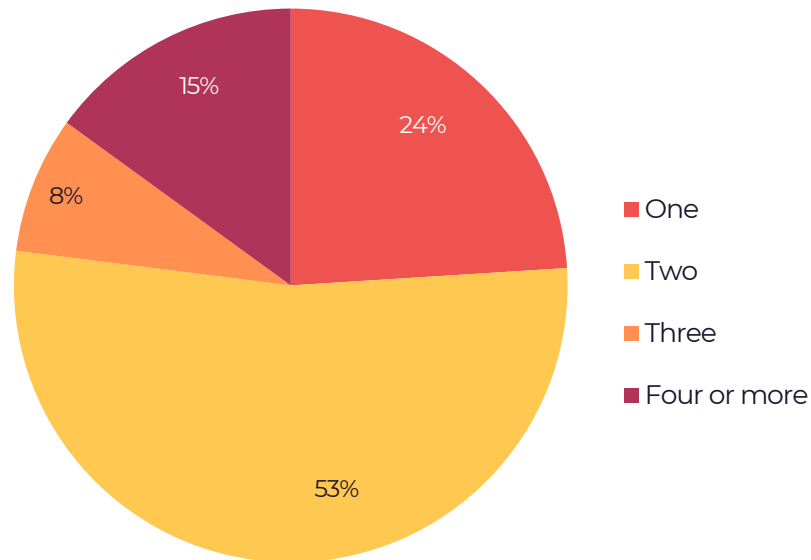
Qualify

Collect

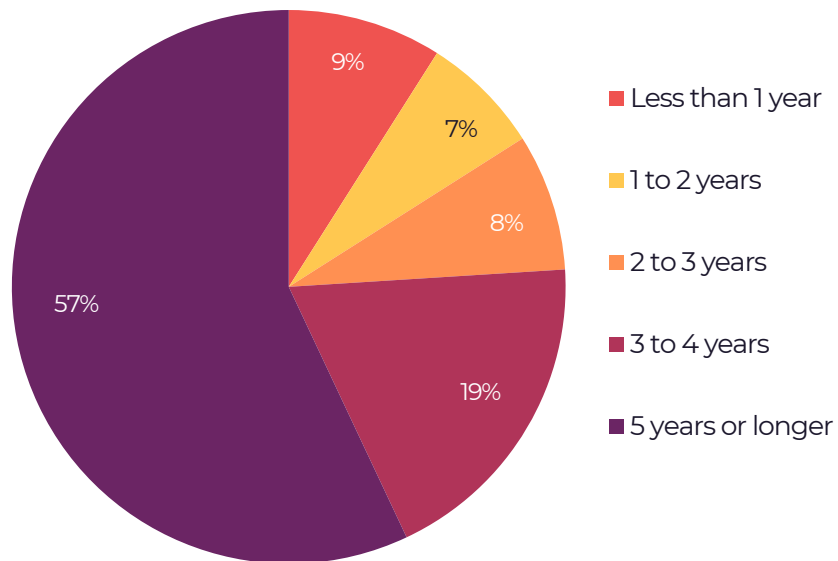
## Have you been prescribed an injector?



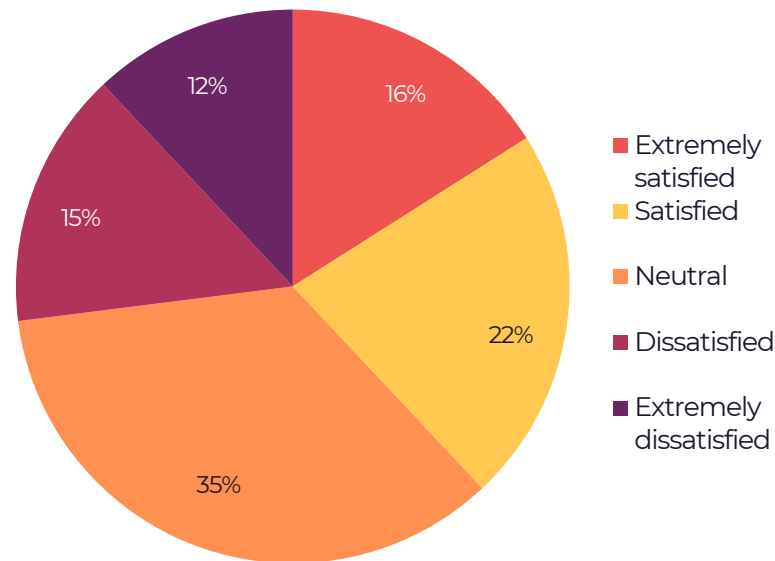
## How many injectors do you carry at a time?



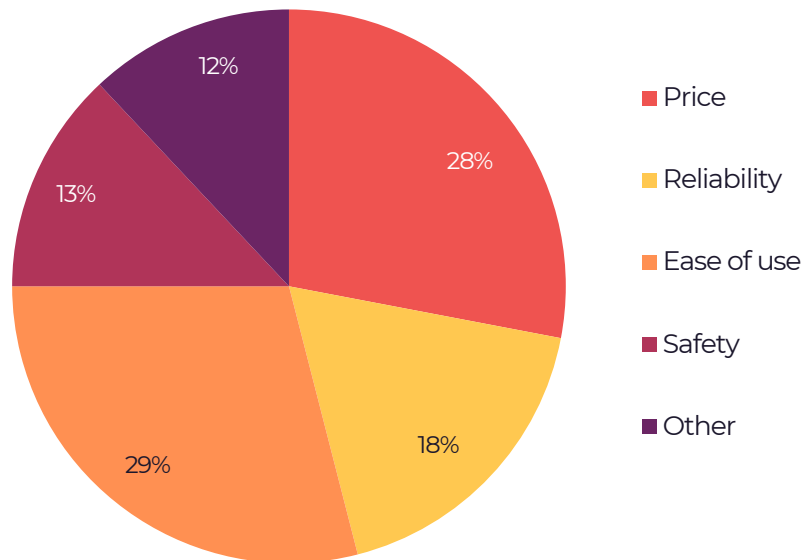
## How long have you carried an injector?



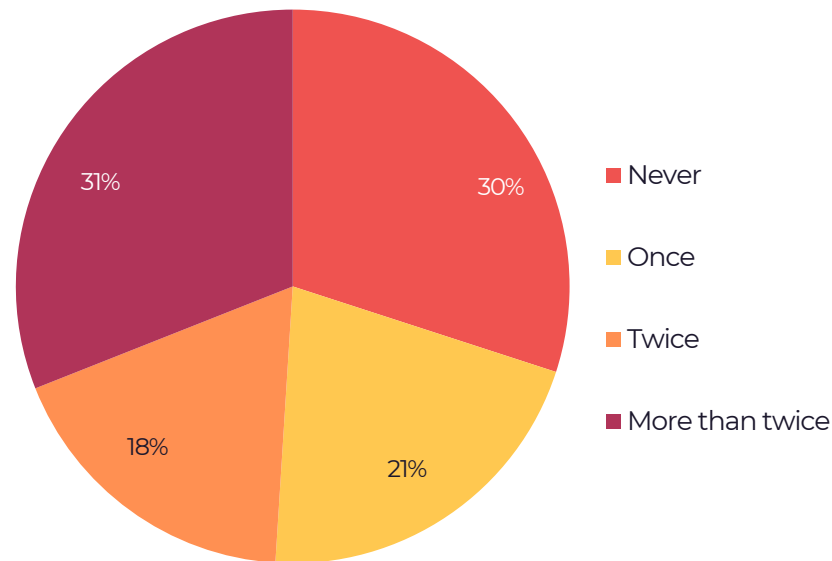
## How satisfied are you with your current injector?



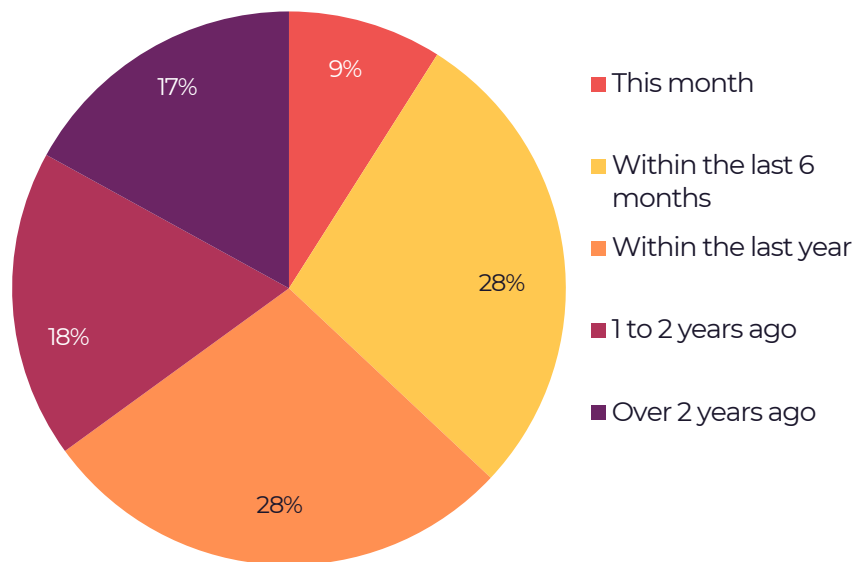
## Which of the ff affects your decision the most in choosing an injector?



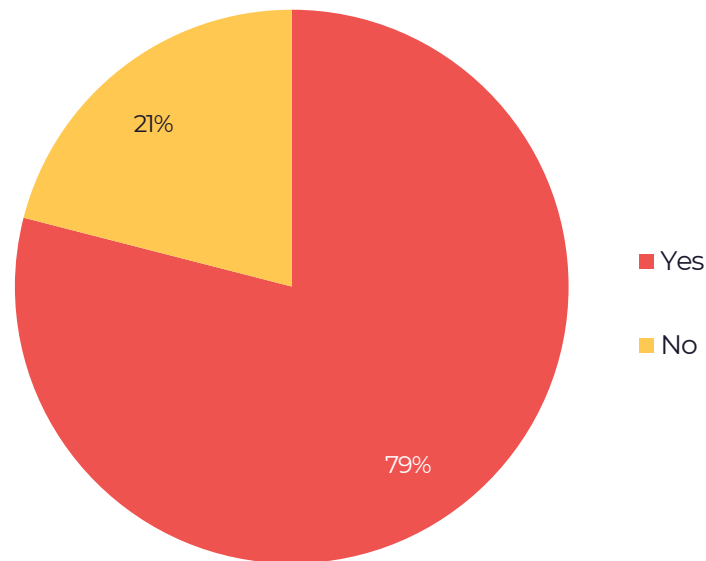
## How many times have you used an injector?



## When did you last replace your injector?



## Would you be interested in a video interview to provide more feedback?





## Summary and Conclusion

- Almost 100% of respondents have been prescribed an injector for themselves or a loved one
- 27% of respondents are dissatisfied to extremely dissatisfied with their current injector
- 30% of respondents have discarded an expired injector more than five times without ever using it
- 79% of respondents indicated they were interested in a video interview to provide more feedback



For more information email  
**[www.83bar.com](http://www.83bar.com)**

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