



Market Report

# Gene-based Skincare

## Objective

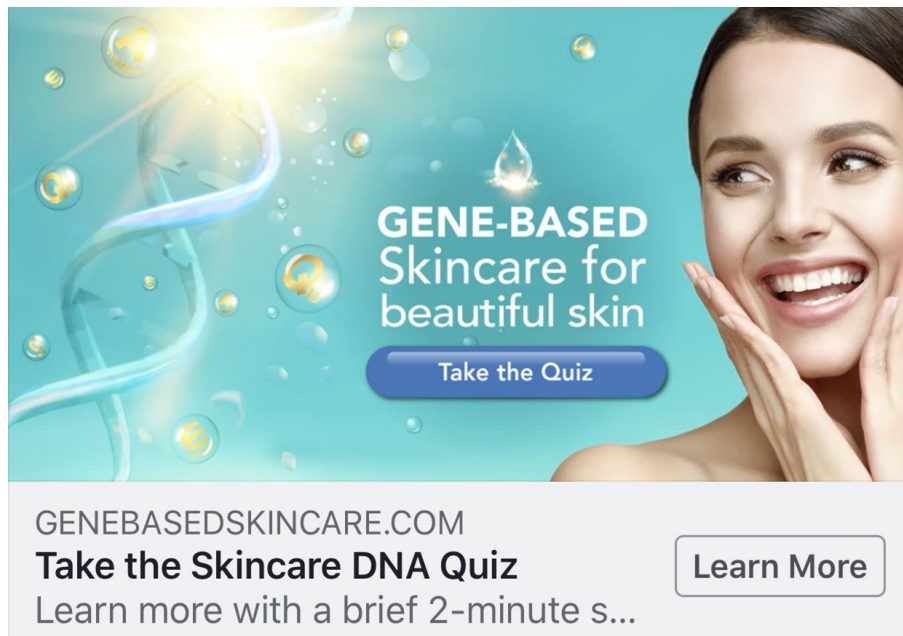
- Create a nationwide campaign targeting men and women ages 26-65+ to attract, inform, and capture higher intent leads.

## Acquisition Metrics

- 100 Leads / \$5.82 per Lead

## Campaign Dates

- Targeted men and women, 26-65+, nationwide



The advertisement features a woman smiling with her hands on her cheeks, set against a teal background with a glowing DNA double helix and floating particles. The text reads: "GENE-BASED Skincare for beautiful skin" and "Take the Quiz". Below the image, the URL "GENEBASEDSKINCARE.COM" is displayed, followed by the headline "Take the Skincare DNA Quiz" and a sub-headline "Learn more with a brief 2-minute s...". A "Learn More" button is located in the bottom right corner.

## Process

- Three Facebook ads that point to one unique landing page with an embedded survey.
- One market research survey designed to connect with patients and capture higher intent leads
- One unique qualified thank you page with links to educational websites
- The ad images featured skin care-related imagery designed to quickly resonate with the patient population

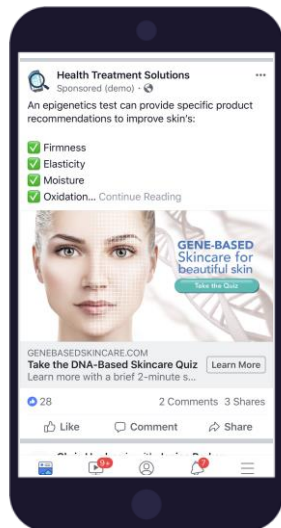
## Image Assets Tested



# Attract patients who need treatment

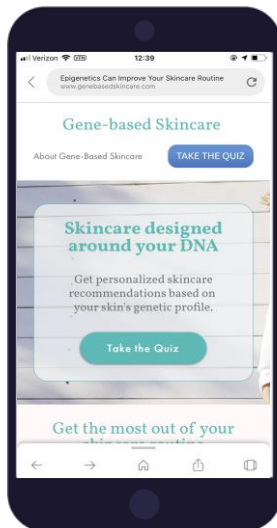
Optimized to ensure high consumer engagement

## Social Media



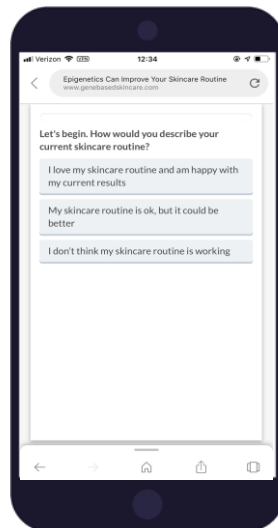
Attract

## Landing Page



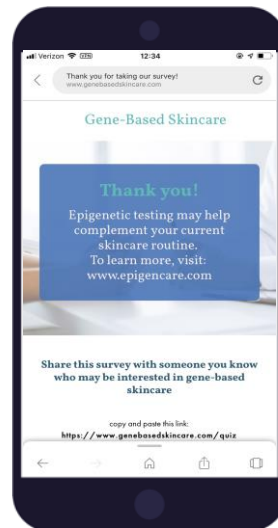
Engage

## Symptoms



Qualify

## Submit



Collect

## Our Goals

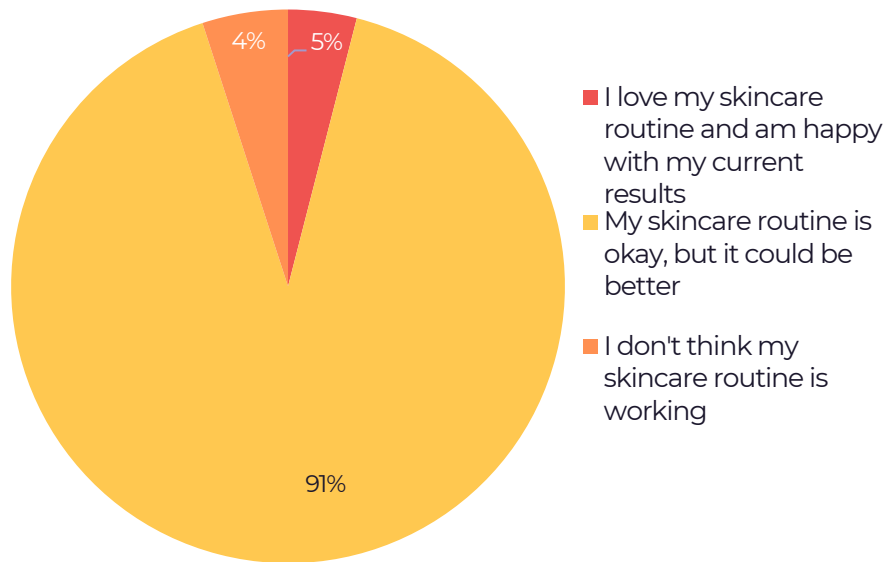


Generate clicks with illustrated ads that stand out in social newsfeed

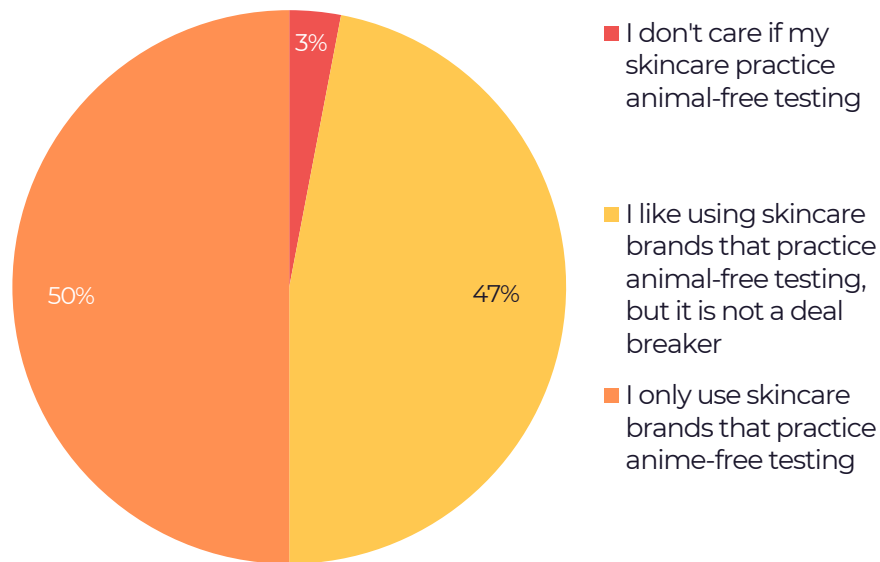


Optimize percentage of respondents who complete survey with engaging experience

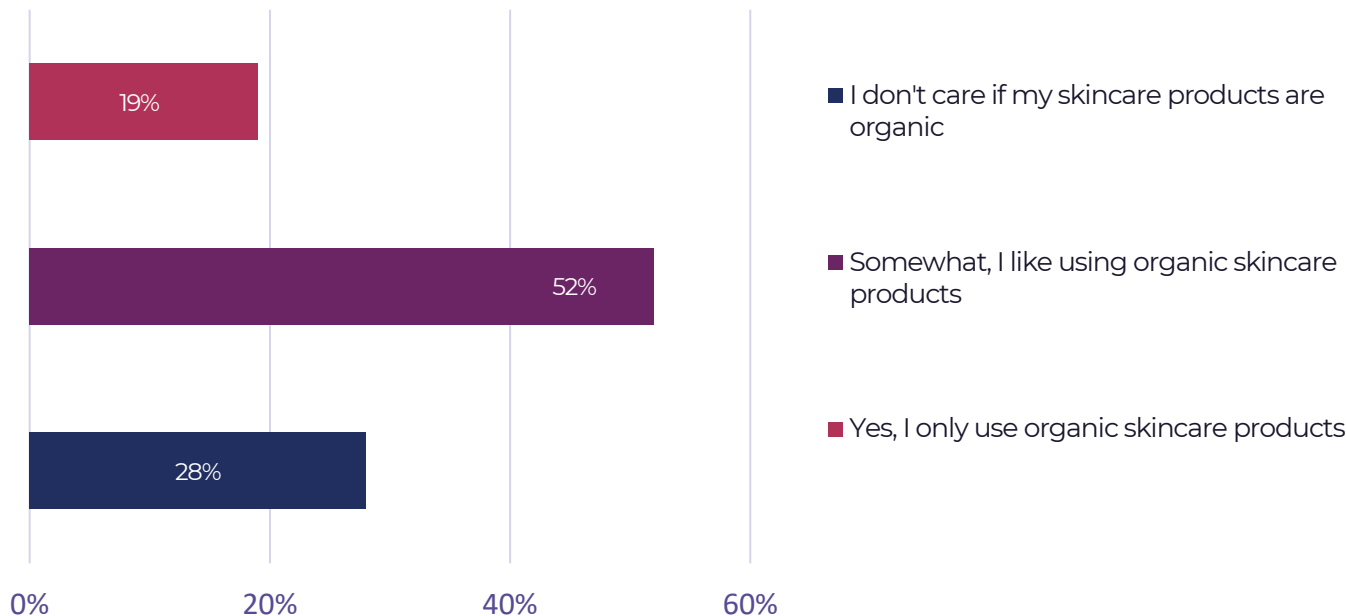
## How would you describe your current skincare routine?



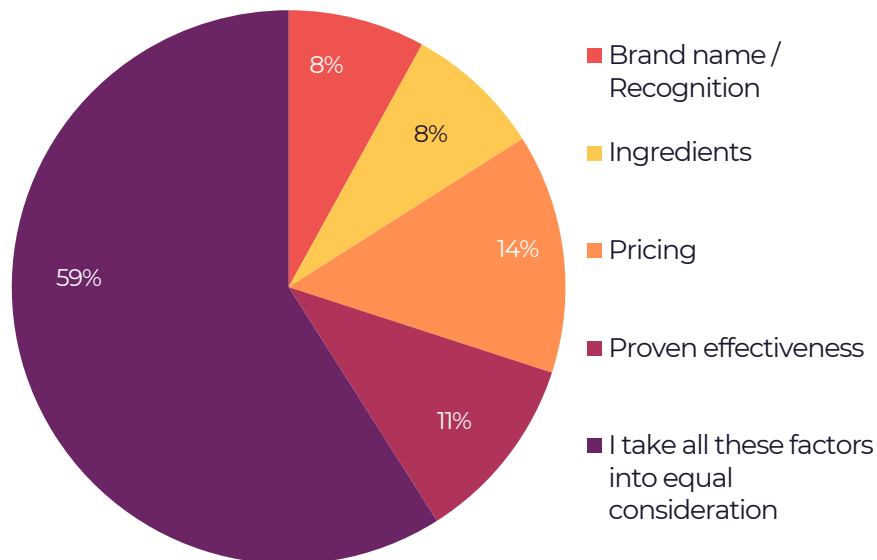
## What best describes your views on animal testing?



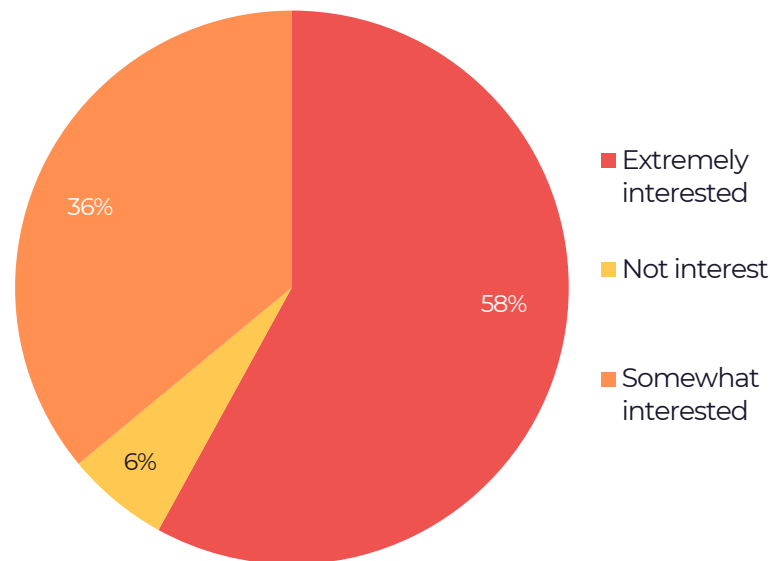
## Is it important that your skincare products use organic ingredients?



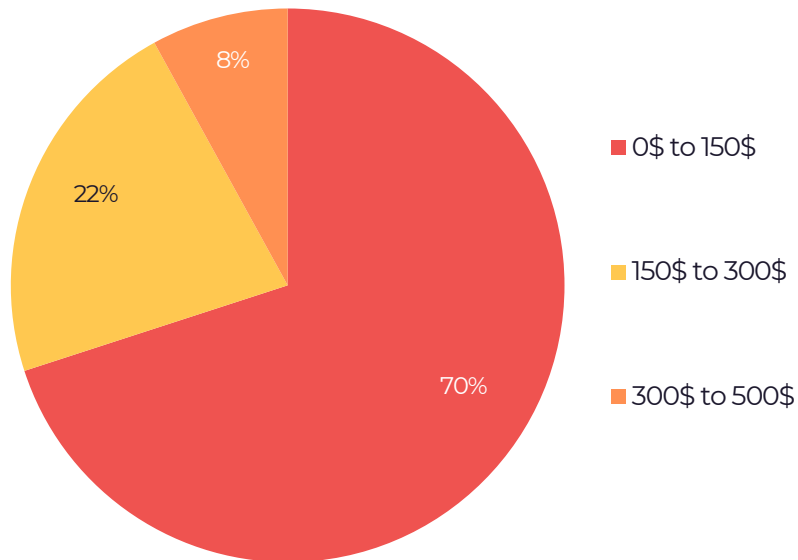
## When selecting a new skin care brand, my focus is on:



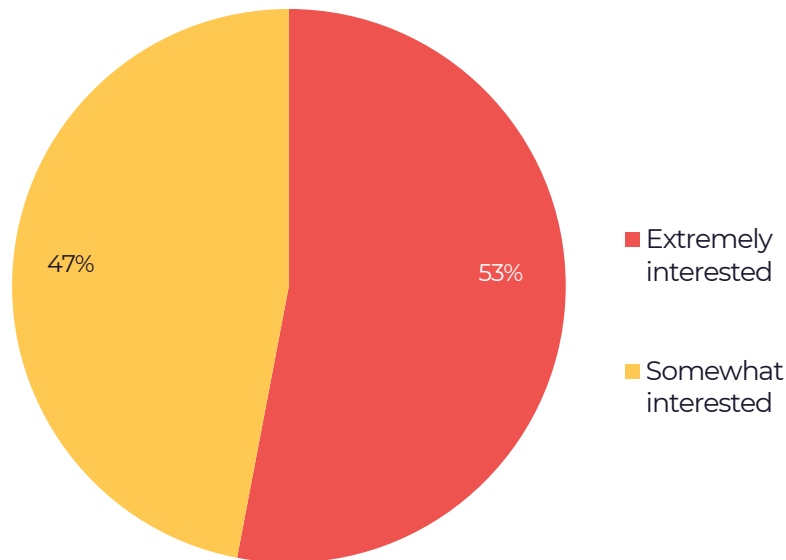
## How interested would you be in biologically measuring the progress of your daily skincare regimen?



## In the past three months, how much money did you spend on skincare products?



## How likely are you to switch your skincare buying decisions based on a guided scientific test?





## Key Findings

- 88.89% of respondents feel their skin care routine is not working or could use improvement
- 97.22% of respondents prefer to use products that are not tested on animals
- 58.33% of respondents consider brand name, ingredients, proven effectiveness, and pricing when selecting a new product
- 69.44% of respondents have spent \$0 to \$150 on skincare products in the last 3 months



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