

Market Report

**Genetic  
Disease**

## Strategy

- Given the portability of pre-pregnancy screening, 83bar targeted women ages 30-50 nationwide, hoping to reach women who may be in the beginning of their family planning phase
- Utilize Facebook ads to attract leads and direct them to a dedicated landing page and online survey



## Campaign Metrics

### Run Dates

- November 14 – 16, 2018

### Ad Targeting

- Women / Ages 30-50 / Engaged or Married
- Geo-Target: United States (Nationwide)

### Acquisition Metrics

- 52 total leads or survey submissions
- \$12.50 average CPL (cost per lead)
- 1.03% CTR (click-through rate)

Optimized to ensure high consumer engagement

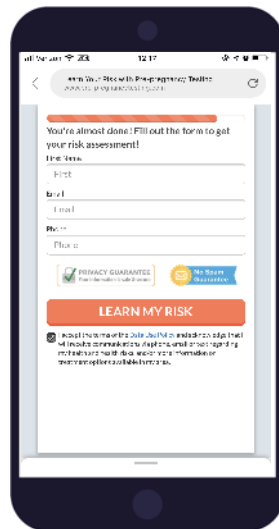
## Landing Page



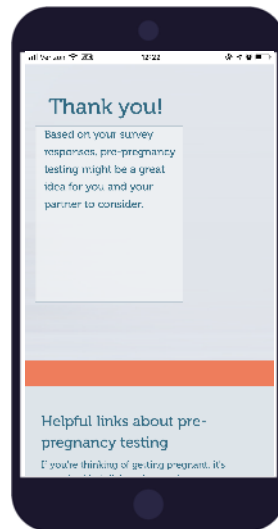
## Survey



## Submit



## Thank You Page



## Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



Optimize percentage of respondents who complete survey with engaging experience

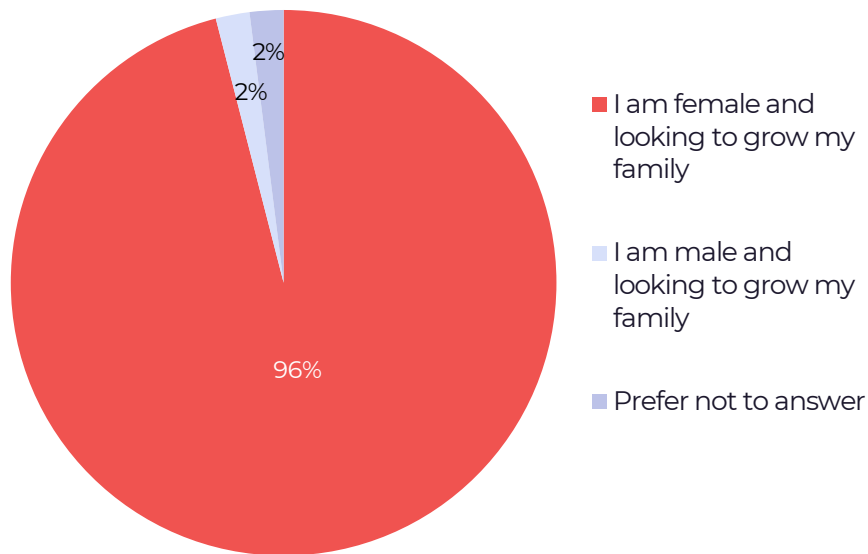
Attract

Engage

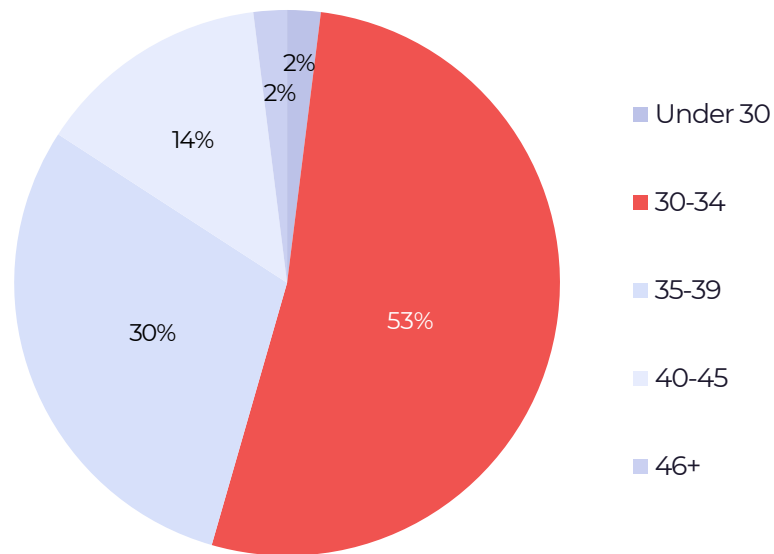
Qualify

Collect

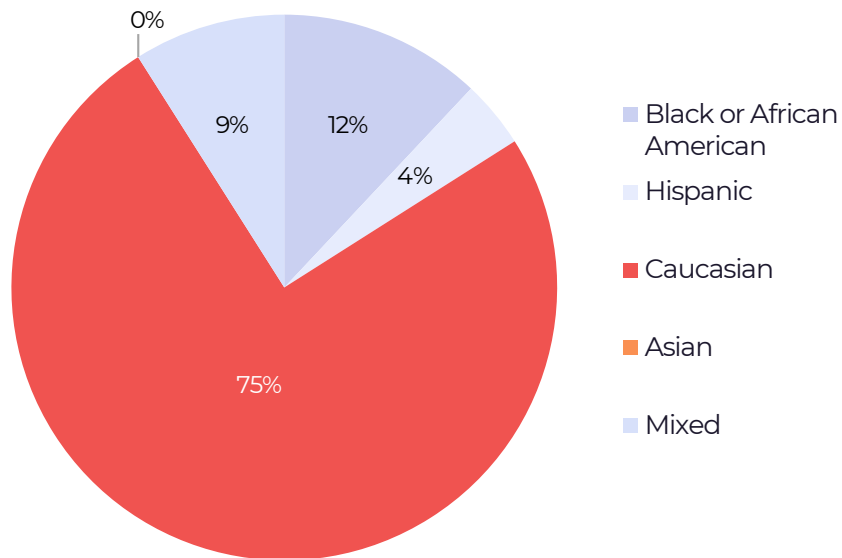
## Describe your current situation.



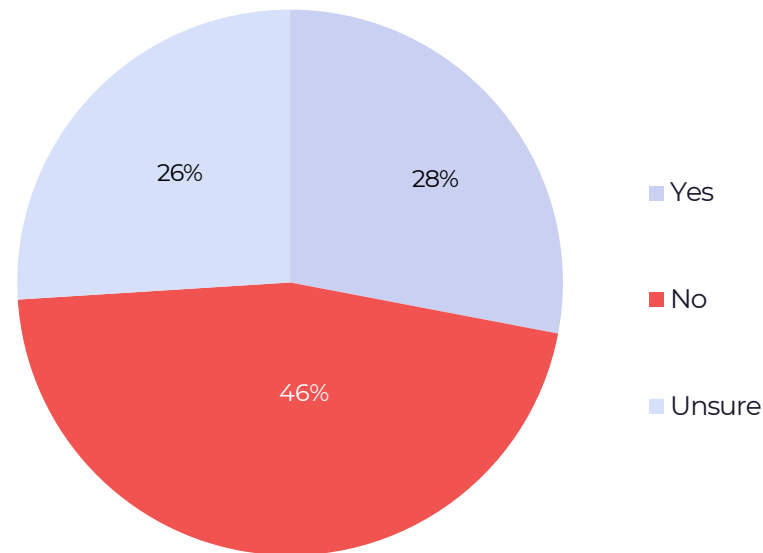
## How old are you?



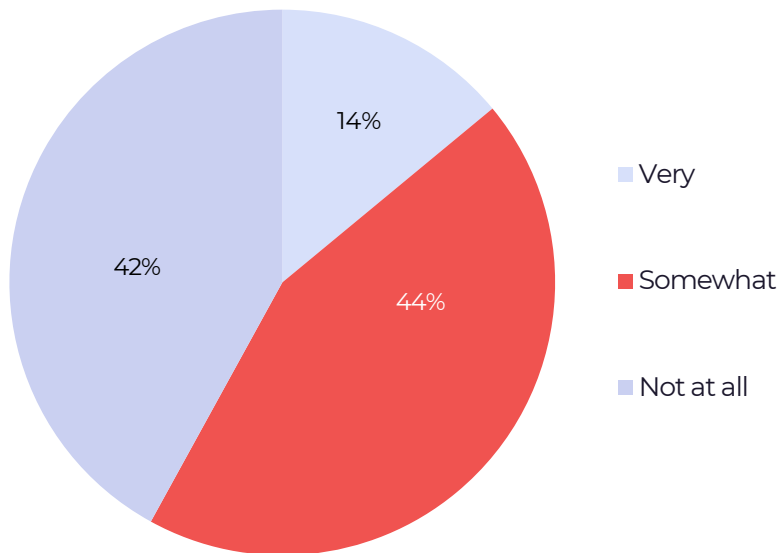
## Please select your ethnicity.



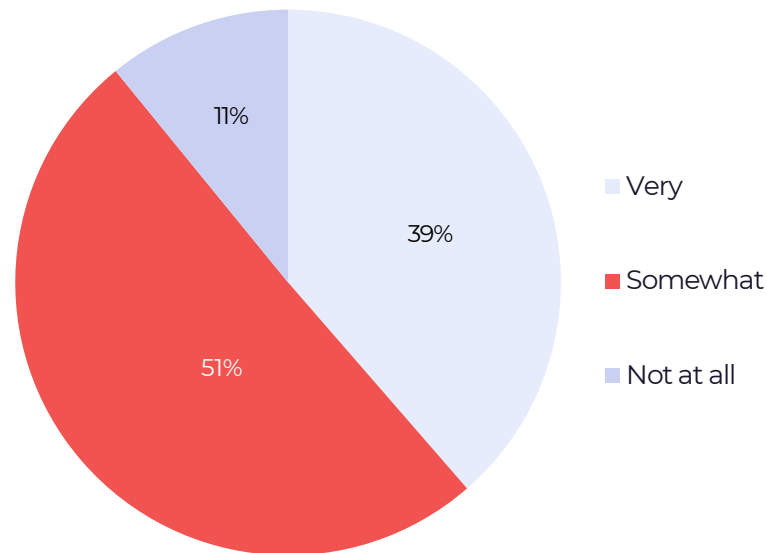
## Do you have a family history of genetic diseases or conditions?



## How familiar are you with pre-pregnancy testing?



## Would you be interested in learning more about pre-pregnancy testing?



## Findings

- 45% of leads didn't have a family history of a genetic disorder or disease
- 42.1% of leads are not familiar with pre-pregnancy screenings
- 88% of leads indicated they're interested in learning more about pre-pregnancy screenings
- 40% of leads indicated they are not familiar with pre-pregnancy testing but are interested in learning more
- 36.6% of leads who indicated they do not have a family history of genetic disorders or diseases are interested in learning more about pre-pregnancy screenings





## Paul Egli

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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

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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.





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