

Market Report

Intrauterine Device

Objective

- Conduct an educational social media lead generation campaign to locate women interested in IUD birth control options.
- Capture user insights, behaviors and attitudes with an educational landing page and lead generation survey.
- Target Demographic: Women, 18 – 45, living in the US

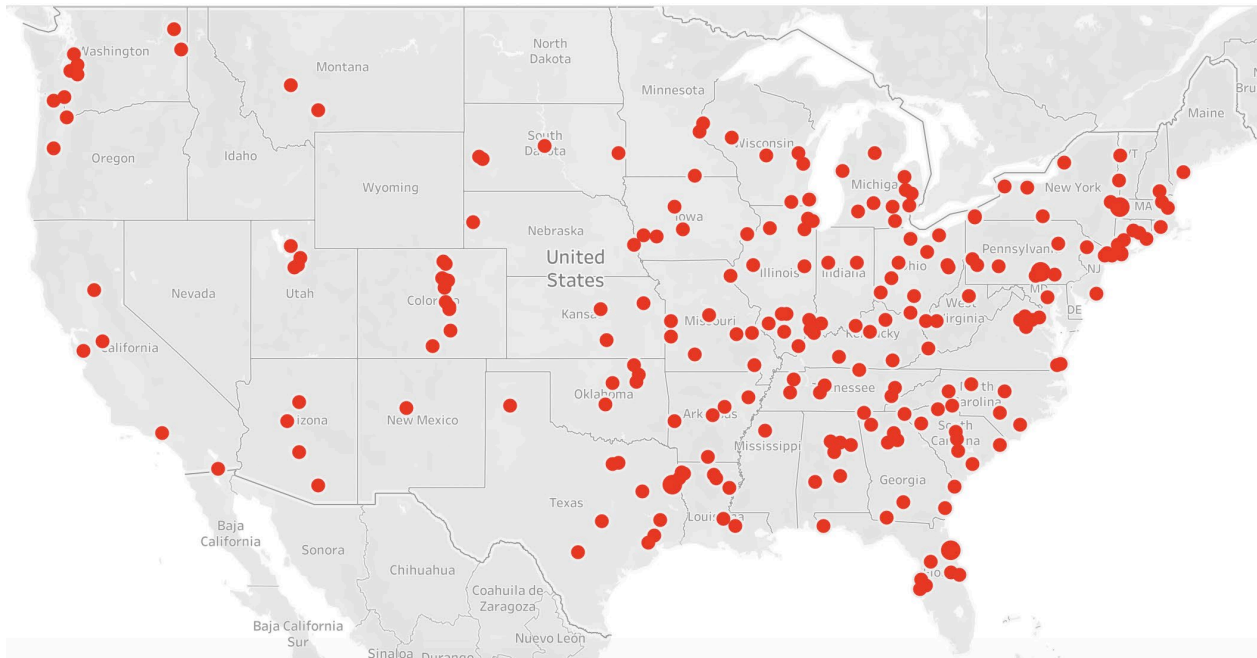
Acquisition Metrics

- 238 surveys completed
- 82 email addresses captured (34%)
- 55 phone numbers captured (23%)

Campaign Dates

- Ads ran Jan 13 - 15, 2020





Key Findings

83bar was able to find leads across the US, including many metropolitan areas.

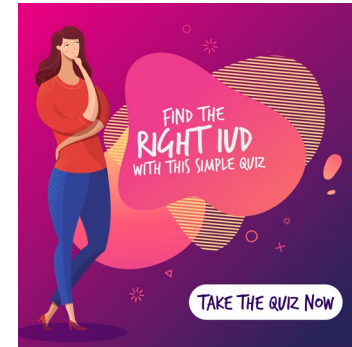
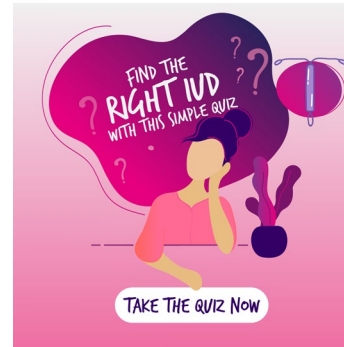
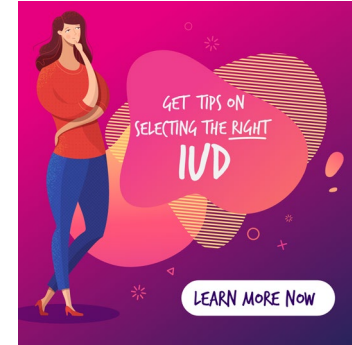
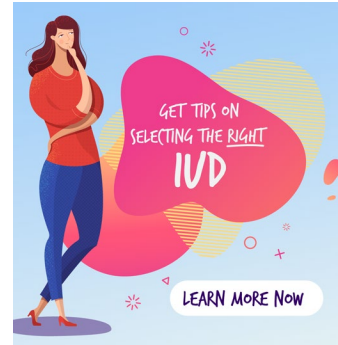
Note that Facebook and Instagram algorithms will typically prioritize dense urban areas over rural areas unless otherwise directed.

Data mapped using zip codes provided by leads.

Process

- Six Facebook ads that point to one unique landing page with an embedded survey
- One educational lead generation survey designed to connect with patients who are candidates for IUD Birth Control options
- One unique thank you page with links to educational websites
- The ad images featured imagery designed to quickly resonate with the patient population

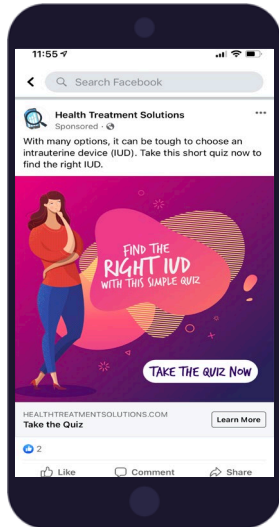
Image Assets Tested



Attract patients who need treatment

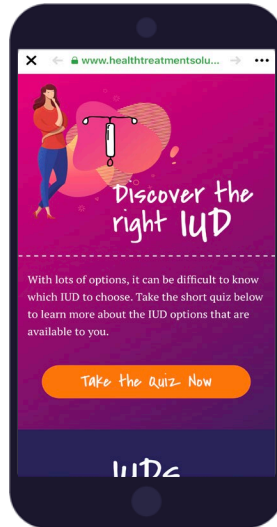
Optimized to ensure high consumer engagement

Social Media



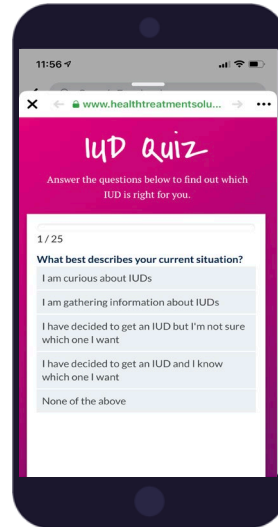
Attract

Landing Page



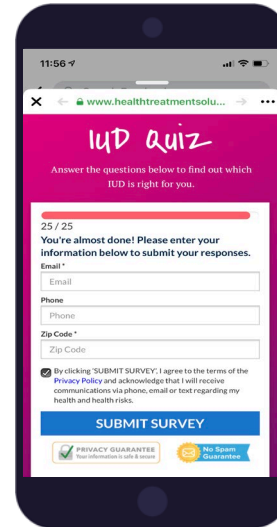
Engage

Symptoms



Qualify

Submit



Collect

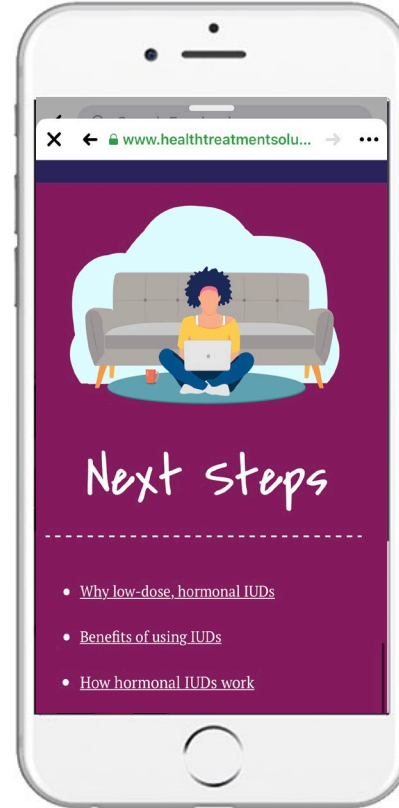
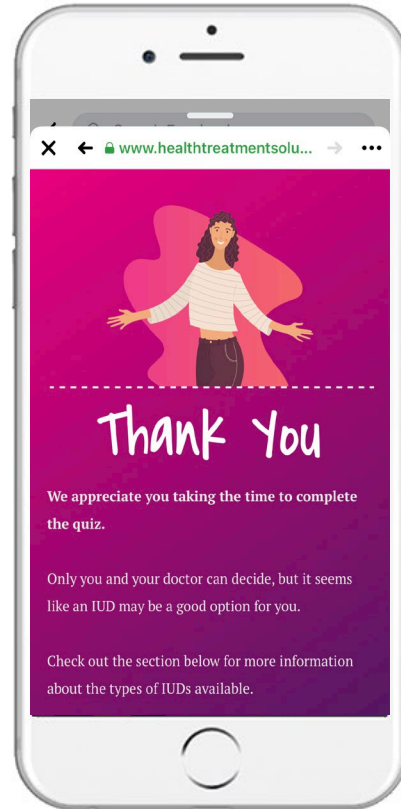
Our Goals



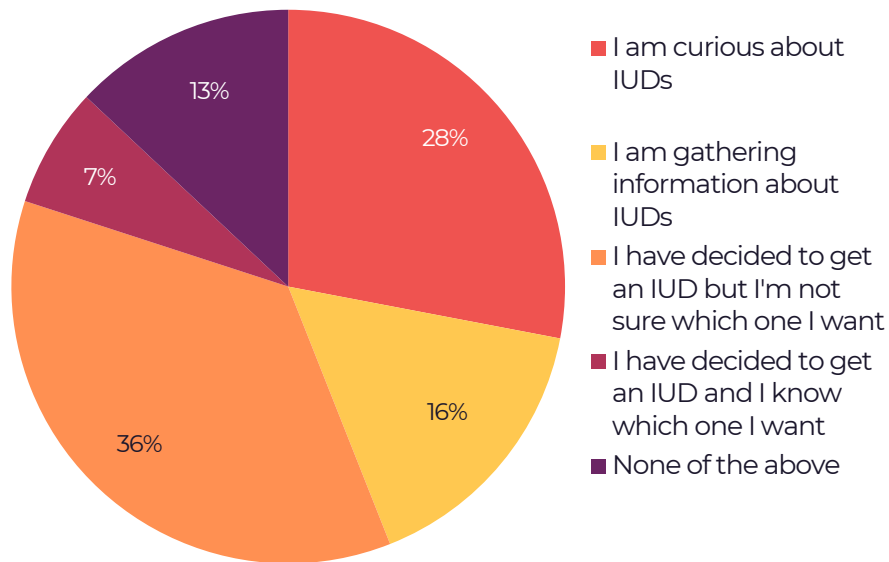
Generate clicks with illustrated ads that stand out in social newsfeed



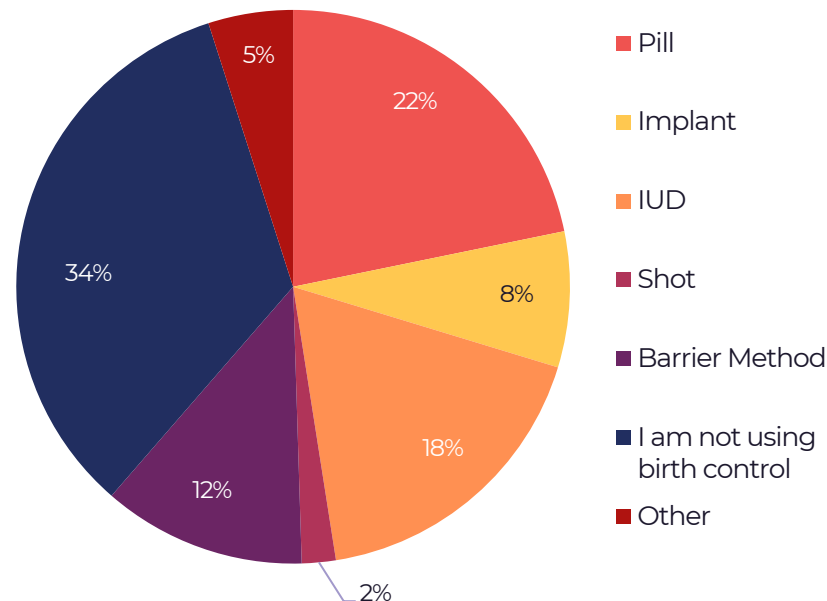
Optimize percentage of respondents who complete survey with engaging experience



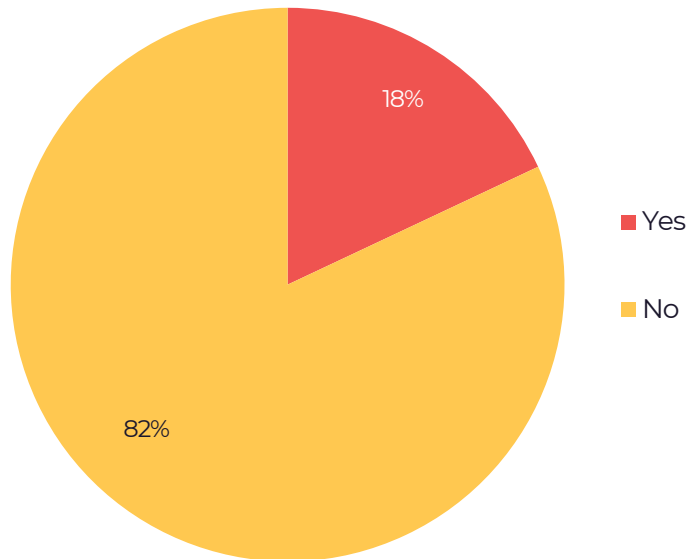
What best describes your current situation?



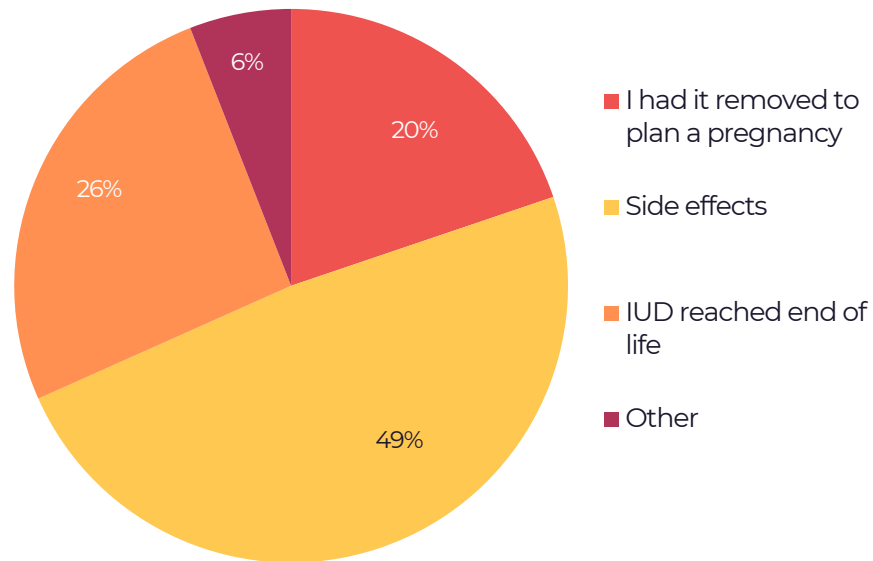
What type of birth control are you currently using?



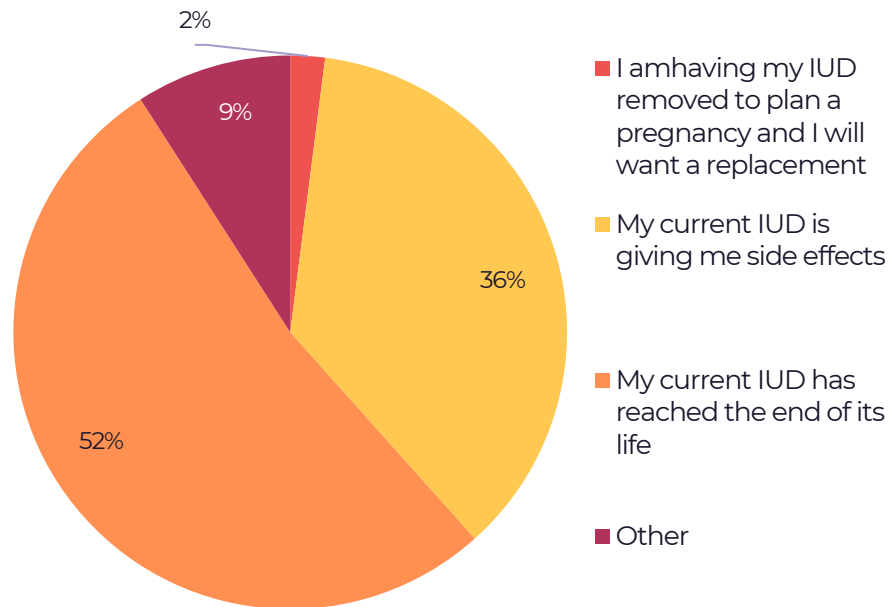
Have you ever had an IUD?



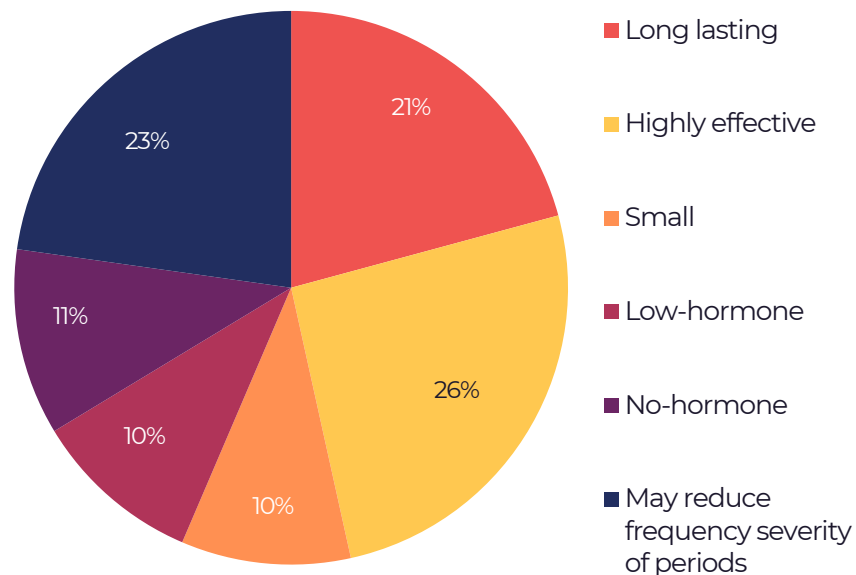
Why did you discontinue use of your IUD?



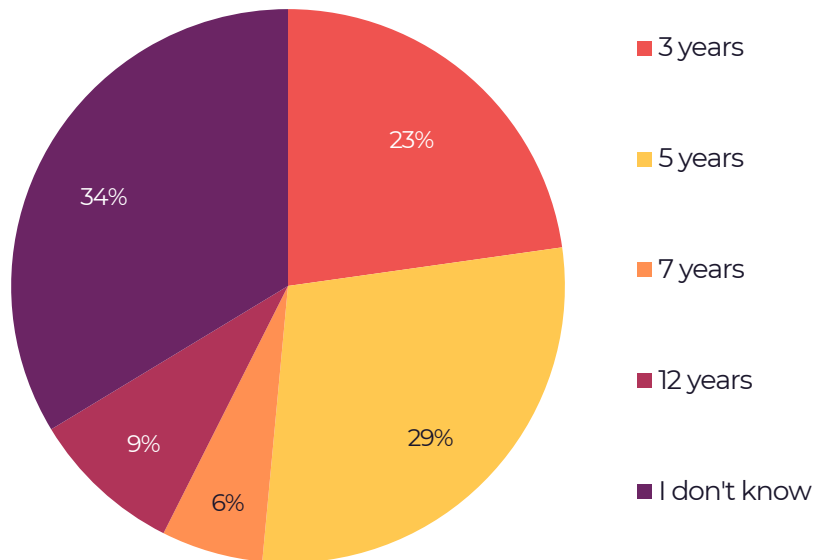
Why are you looking to get a new IUD?



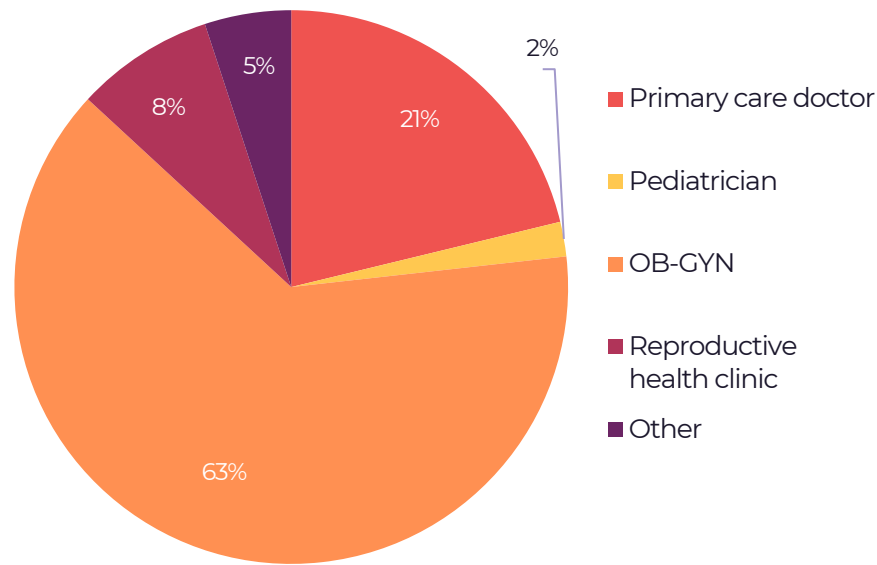
Which of the following IUD features do you find the most appealing?



How long would you like your IUD to last?



What type of doctor do you consult with regarding birth control and family planning?



Conclusion

- **Efficacy and reduction in frequency and severity of periods are the two most important features for respondents.** Long lasting is the next most important feature, but we suspect that many patients may perceive efficacy and long lasting to be similar. Note that cost, and by default, insurance coverage is also a major factor in the selection process. Size, Low hormone, and no hormone options were the most important feature for roughly 10% of respondents, respectively. 83bar recommends further analysis to build patient personas for each group in order to better understand what messaging might resonate best with certain personas.
- **83bar could effectively locate IUD seekers, with 52% of respondents currently in the IUD decision making process.** An additional 28% of respondents took the survey out of curiosity, suggesting a larger percentage of patients may benefit from further education now in advance of a future decision.
- **There is not one dominating characteristic within this patient population.** Women who completed this survey had varied birth control history and varied reasons for seeking an IUD. Note that there was a significant number of women who have had an IUD in the past but do not have one currently. A significant percentage of these women discontinued use of their previous IUD due to side effects.
- **83bar recommends building out more detailed personas & developing education materials that emphasize different features that may be important to different segments of women.** Effective ad campaigns could be built targeting each persona, appealing to the different situations and/or behaviors and attitudes that are driving women to seek IUD options. Additionally, 83bar would recommend utilizing online content, a chat bot or live chat experience to address the most common questions from women who have no interest in speaking to a patient educator. Call center resources could still be useful if then precisely focused on the 6-23% of women who indicated a preference for a phone call.



For more information email
www.83bar.com

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