

Market Report

Low Testosterone

Objective

- Conduct market research to locate men with Low Testosterone, gauge their interest in participating in a clinical study, and determine their eligibility to participate
- Utilize Facebook ads to attract prospective patients and direct them to a dedicated landing page and survey

Key Metrics

- Number of unique survey submissions
- Number of qualified leads
- Number of qualified leads per region
- Survey data

Definition of a Qualified Lead

- Men, age 40+
- Living in Texas
- Experiencing symptoms of Low T
- Assess comorbid conditions



Process

Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target men with Low T

Facebook Ad Targeting

- Men / Age 40+

Geo-Target

- Texas

Results

Run Dates

- March 2 - 4, 2020

Acquisition Metrics

- 48 leads or survey submissions
- 248 link clicks
- \$10.42 CPQL (cost per qualified lead)

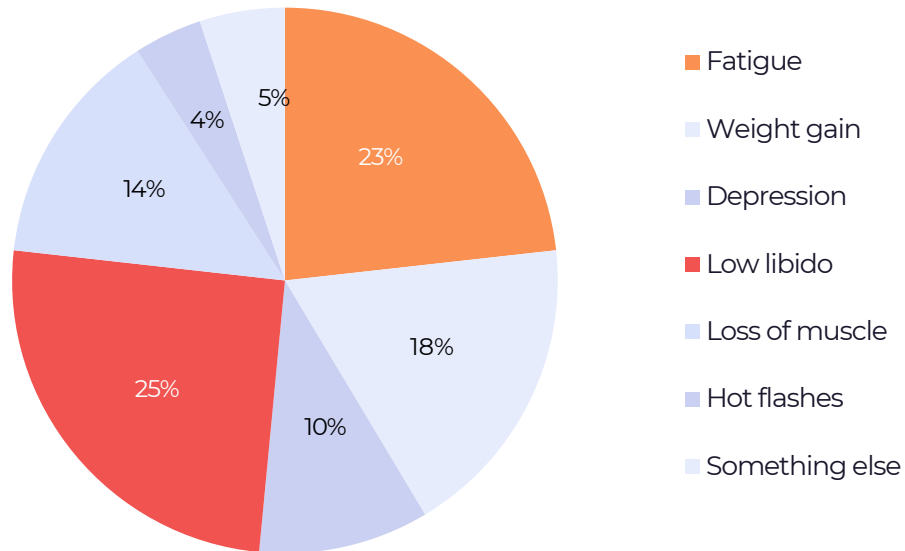
Process

- 2 rounds of creative (12 Facebook ad variants) that point to a unique landing page with an embedded survey
- 2 unique landing page variants
- 1 custom 8-question health risk assessment survey designed to capture symptoms, frustration, and interest in wellness programs

Assets Tested



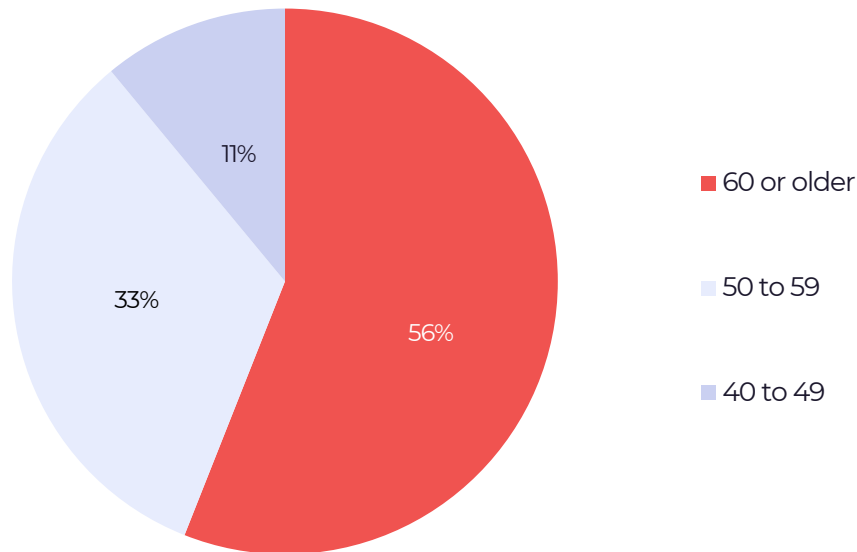
Which of the following symptoms are you experiencing?



Key Findings

- Captures responses from all leads
- Leads reported characteristic low T symptoms

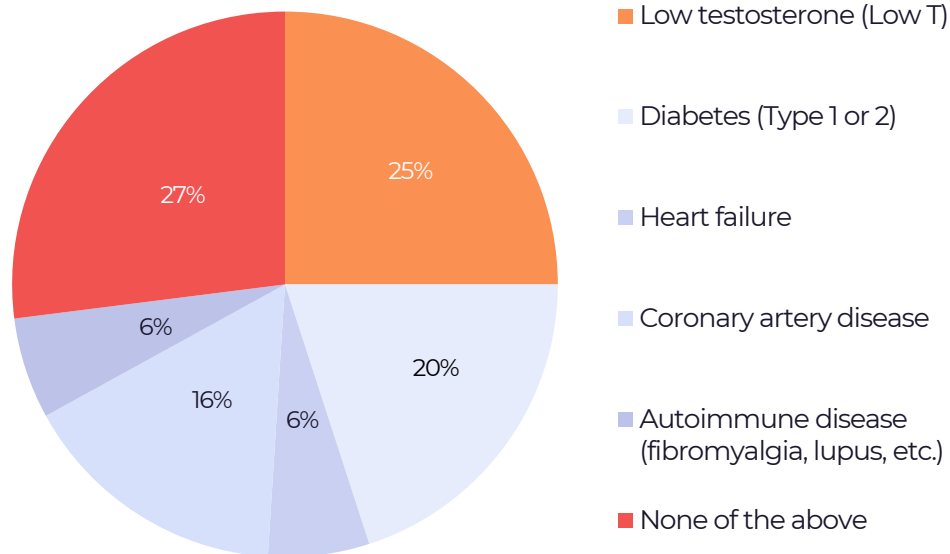
How old are you?



Key Findings

- Captures responses from all leads
- More than 50% of leads were 60 or older

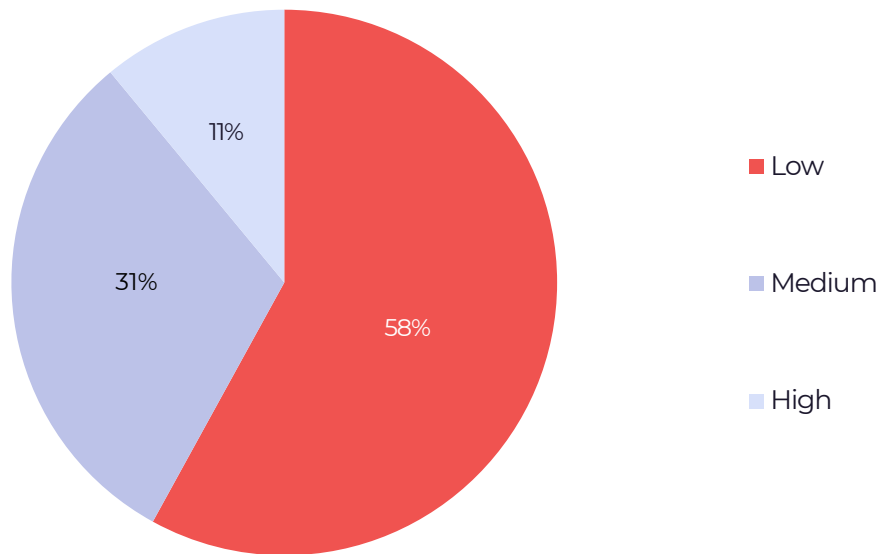
Have you ever been diagnosed with any of the following?



Key Findings

- Captures responses from all leads
- Over 50% of patients had a pre-existing condition with the potential to impact therapy

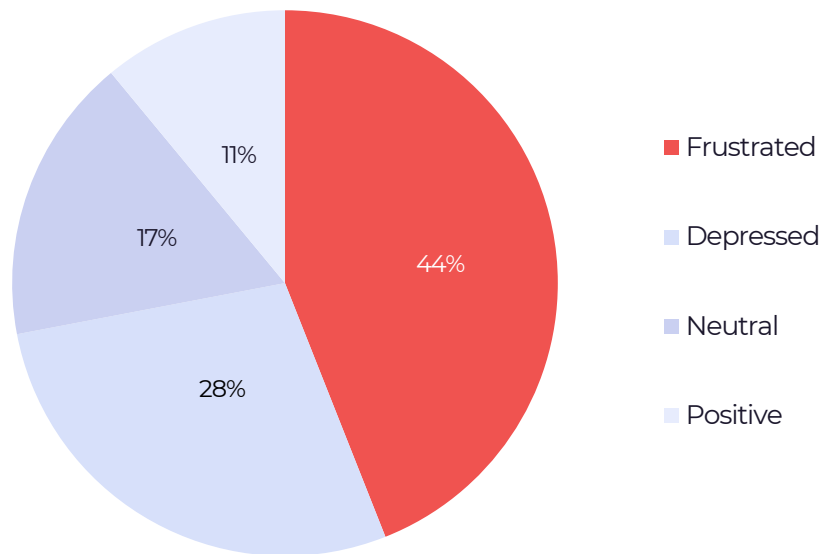
How would you describe your energy?



Key Findings

- Captures responses from all leads
- 58% of respondents report experiencing low energy levels

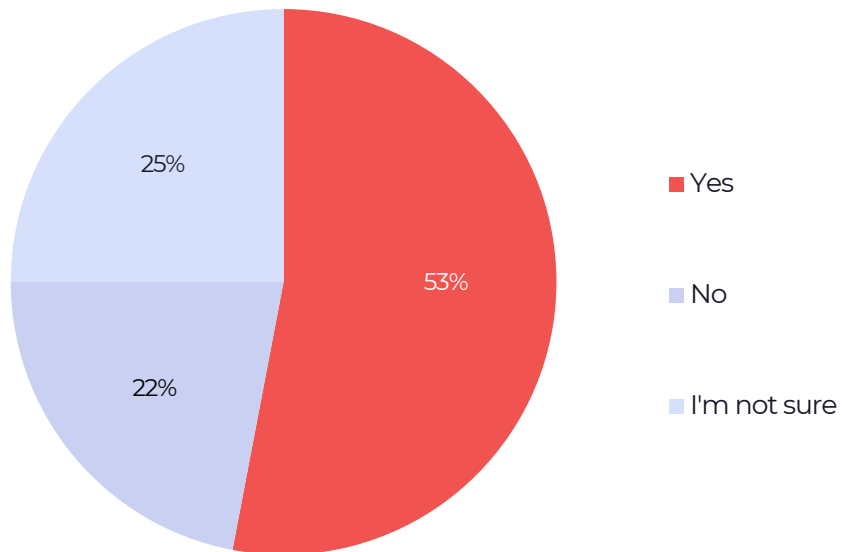
How would you describe your mood?



Key Findings

- Captures responses from all leads
- 44% of respondents report feeling frustrated
- 28% of respondents report feeling depressed

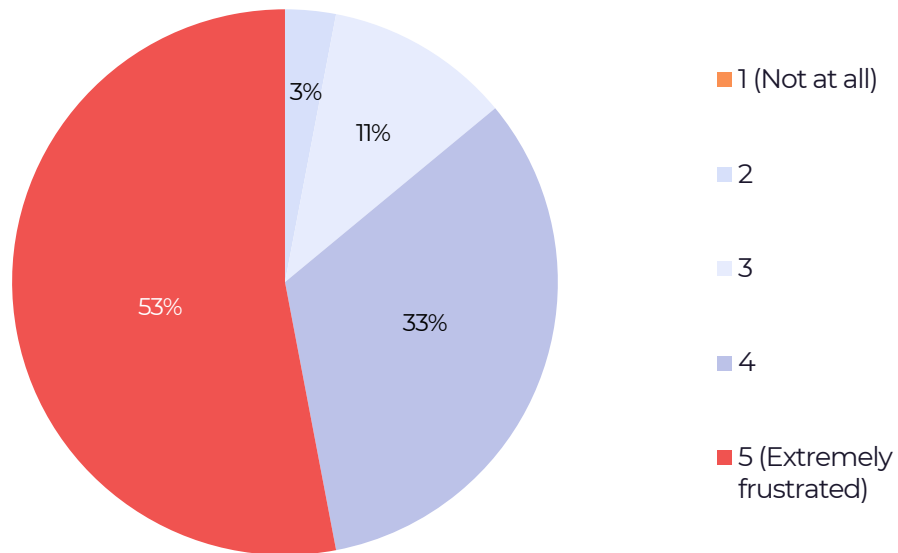
Have you noticed any weight gain lately?



Key Findings

- Captures responses from all leads
- 53% of respondents noticed that they gained some weight lately

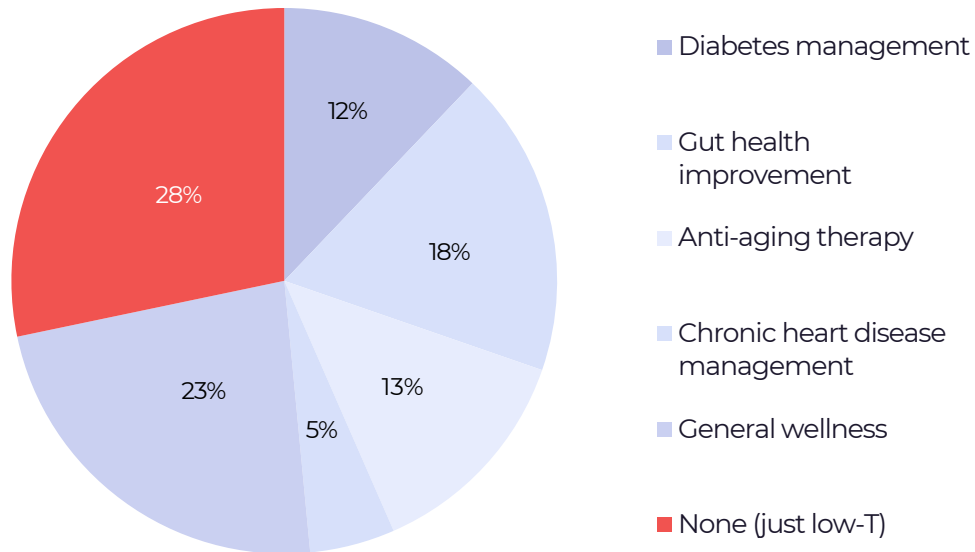
How frustrated are you with your symptoms?



Key Findings

- Captures responses from all leads
- Over 80% of respondents report a high level of frustration with their symptoms

Are you interested in addressing any of the following wellness goals?



Key Findings

- Captures responses from all leads
- There may be an opportunity for Low T leads to benefit from additional wellness programs

Summary

Overview

83bar can identify men interested in low T therapy in Texas.

Ad Performance

Targeting high-income zip codes makes leads prohibitively expensive, additional targeting tactics (e.g. behavioral, interests) would need to be explored if cost was a barrier for this lead pool.

Survey Data

Leads skew older, and many have pre-existing conditions, but symptom burden and frustration levels are high.

Recommendations

- Self scheduling an HCP appointment is a high bar. Nurse call center services would help further screen and activate these leads.
- Pricing transparency and incentives (offers, trials) will be important messaging components.



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.



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