



Market Report

# Male Incontinence

## Objective

- Conduct market research to help identify qualified male continence patients
- Utilize Facebook ads to attract research participants and direct them to a dedicated landing page and survey

## Key Metrics

- Number of Qualified Surveys
- Cost Per Lead (CPL)
- Cost Per Qualified Lead (CPQL)
- Survey Data

## Definition of a Qualified Lead

- Adult males aged 40 and older who have had a prostate cancer diagnosis

## Campaign Assets

- 2 ad concepts to attract male continence patients
- 8 total ad variants (four per concept)
- 1 unique landing page with embedded survey
- 1 market research survey designed to connect with male continence patients
- 1 thank you landing page with additional information for male continence sufferers to get help

## Process

### Creative Development

- To attract male continence patients, we produced 2 concepts with 4 visual variants each under the following themes:
  - Direct: Prostate cancer survivors may need more serious help controlling their bladders
  - Research: Take our quiz to learn about alternative treatments for bladder leakage

### Setup Targeting and Launch

- Target men and women in the United States, age 40-65+, via paid Facebook newsfeed ads

### Measure Results

- Determine CPL for two concepts, qualified leads generated by each concept, and analysis of survey responses

## Results

- ✓ Determined winning messaging concept to attract potential patients
- ✓ Captured willingness to share information
- ✓ Refined understanding of male continence patients and their partners

### Run Dates

- June 20 - 24, 2019

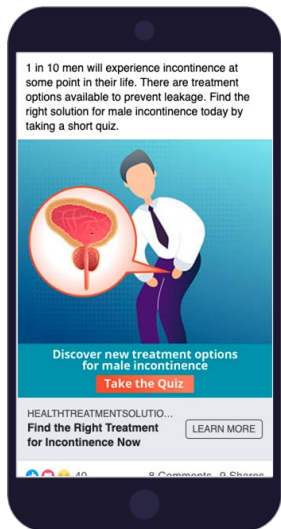
### Acquisition Metrics

- Nationwide ad spend
- 98 total leads (a.k.a. survey completions)
- 44% of leads were qualified
- \$4.87 CPL (avg. cost per lead)
- \$11.62 CPQL (avg. cost per qualified lead)

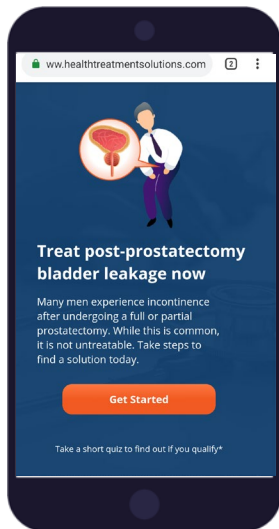
# Attract patients who need treatment

Optimized to ensure high consumer engagement

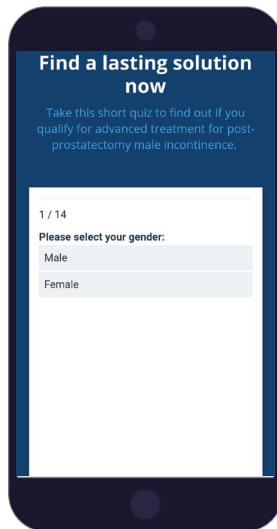
## Social Media



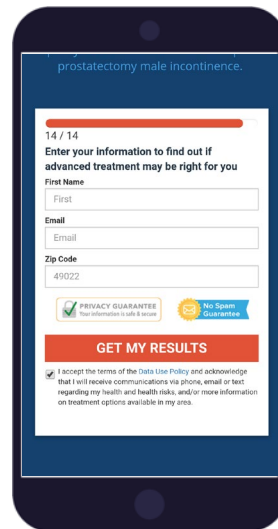
## Landing Page



## Symptoms



## Submit



Attract

Engage

Qualify

Collect

## Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



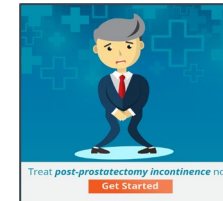
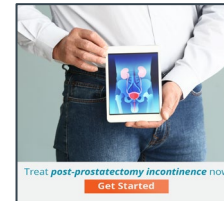
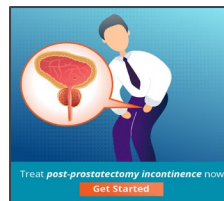
Optimize percentage of respondents who complete survey with engaging experience

## Process

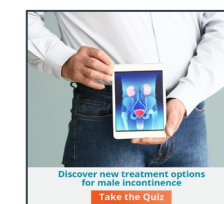
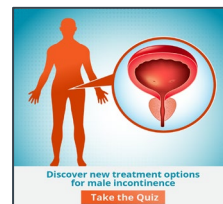
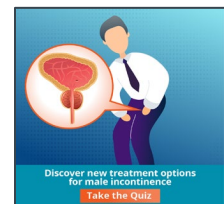
- Developed 2 creative concepts to generate demand
- Each concept included 4 unique images and one unique headline
- Each ads featured the same variant copy and pointed to the same landing page
- Leveraged Facebook's algorithm to optimize ad delivery based on highest conversion rate
- Determined winning concept and ad based the most survey completions

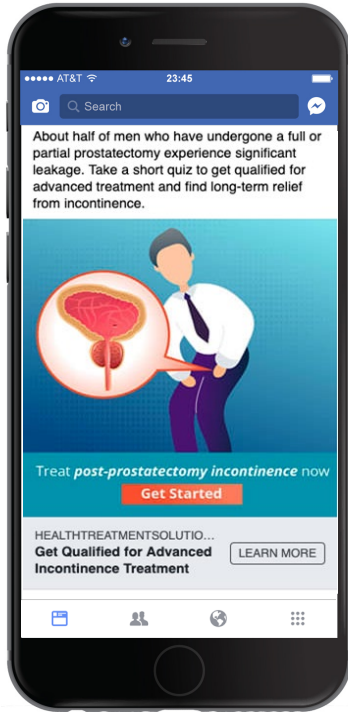
## Image Assets Tested

### Direct

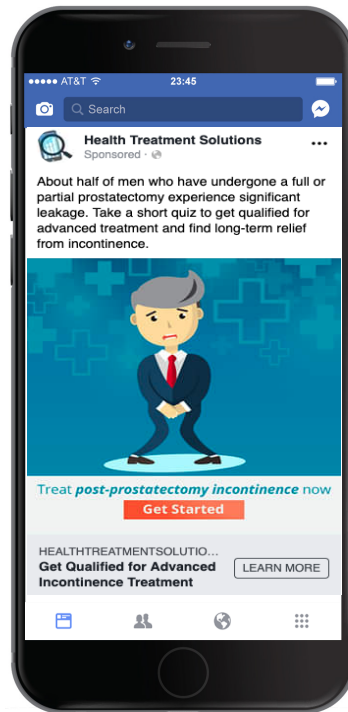


### Research





#1 Top Performing Ad

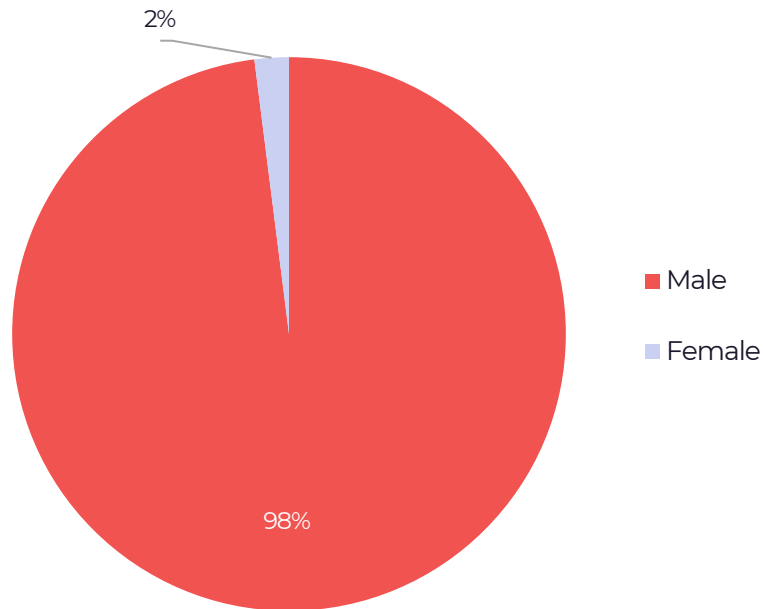


#2 Top Performing Ad

## Key Findings

- Two best performing images featured the altruistic message and visually connected to patient symptoms
- 65% of leads were generated by the altruistic ad concept
- 22% of leads were generated by the humorous ad concept
- 13% of leads were generated by the scientific ad concept

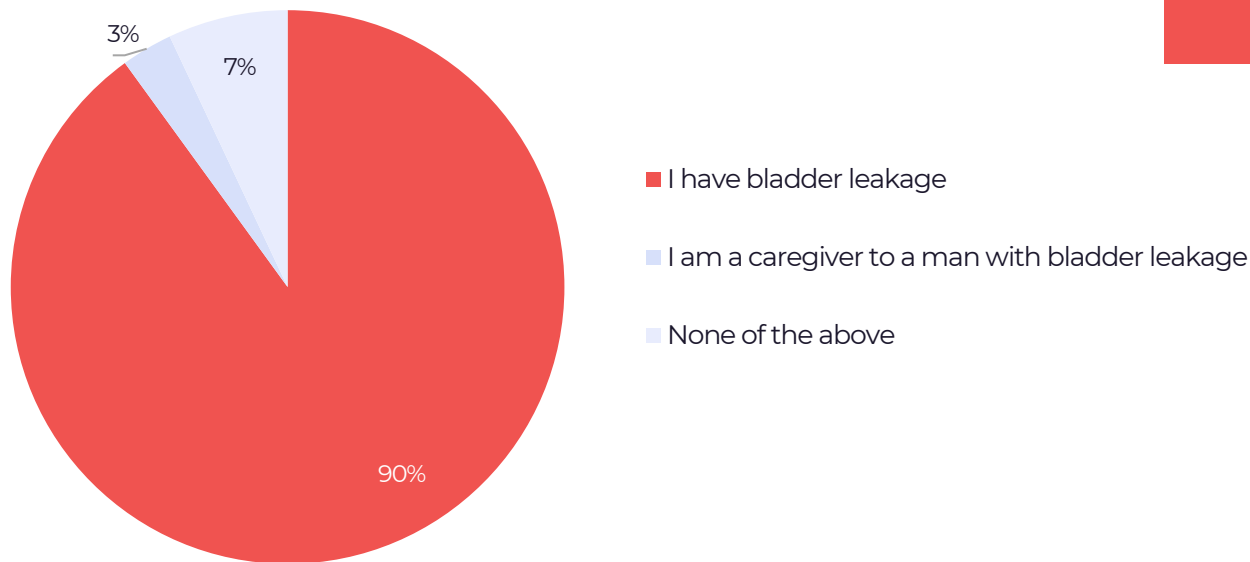
## What is your gender?



### Key Findings

- Captures responses from all leads
- 98% of leads are male

## Which best describes your situation?

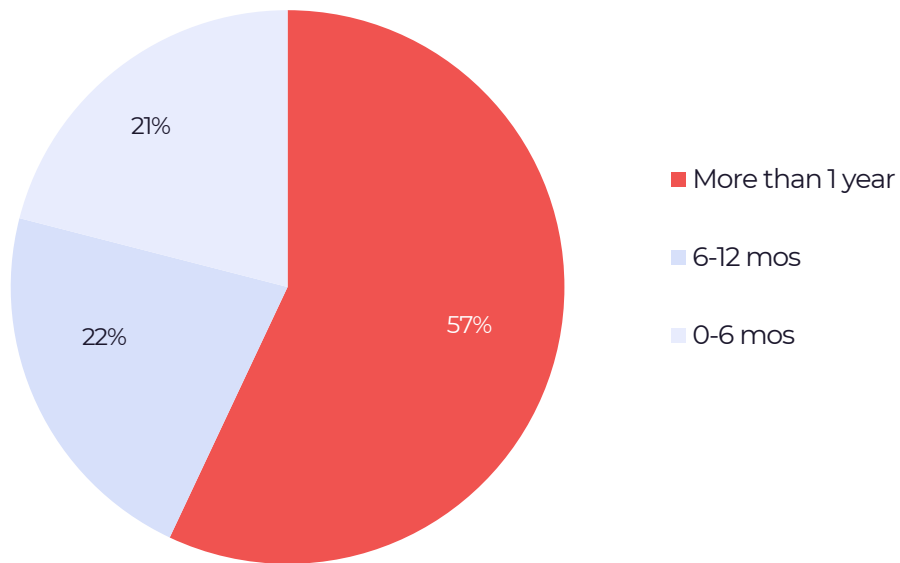


## Key Findings

- Captures responses from all leads
- 90% of leads are primary bladder patients



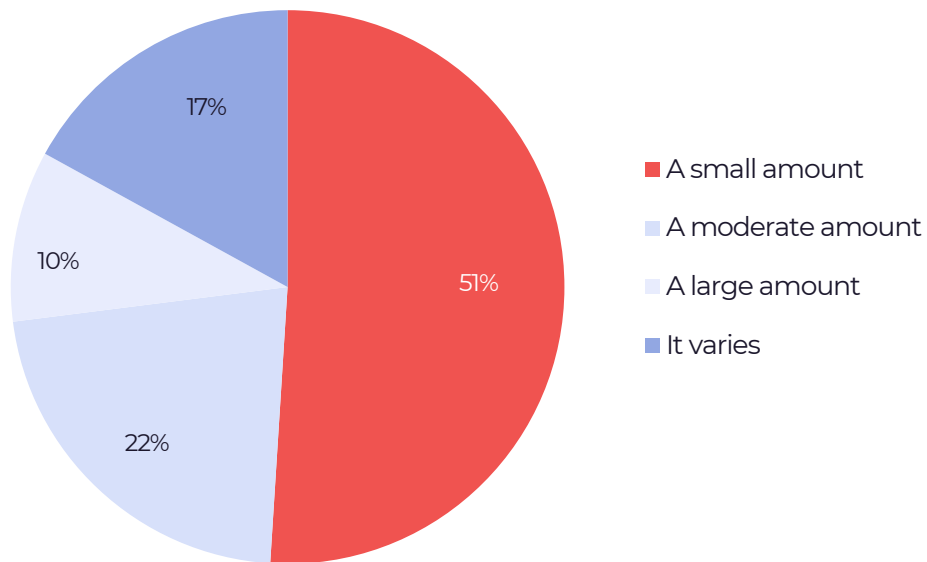
## How long has bladder leakage been an issue?



### Key Findings

- Captures responses from all leads except 'neither of the above'
- 57% of all respondents have suffered bladder leakage for longer than a year.
- 21% have suffered for 6 months or less

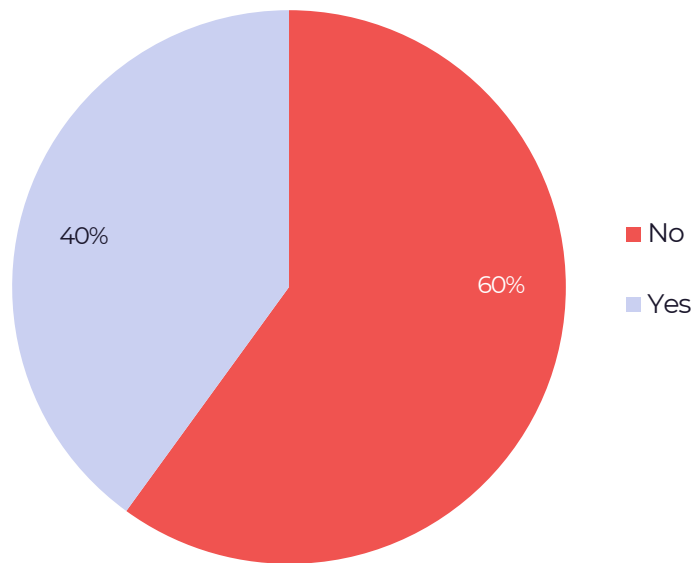
## How much urine leaks during an episode?



### Key Findings

- Captures responses from all leads except 'neither of the above'
- 51% experience frequent small leaks
- 17% experience variable intensity

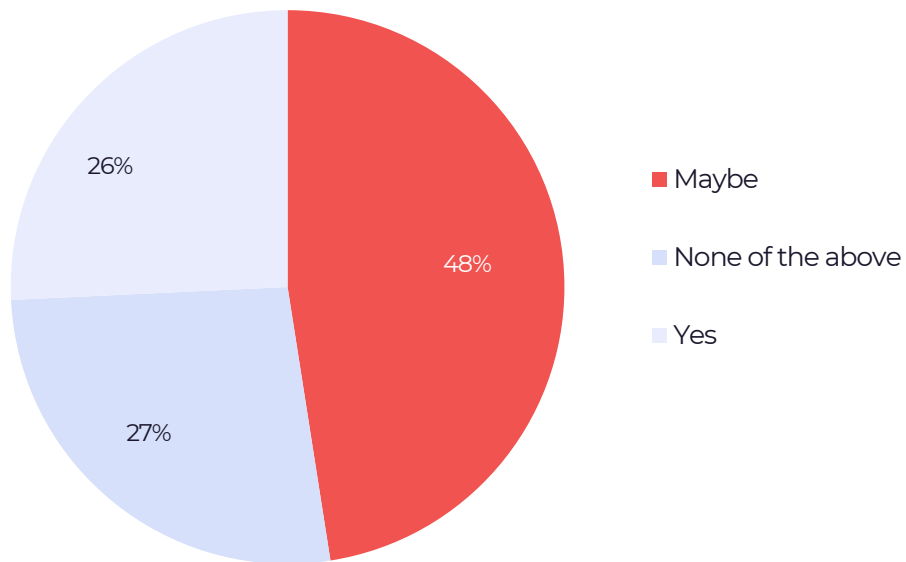
## Have you/your loved one been diagnosed with an enlarged prostate?



### Key Findings

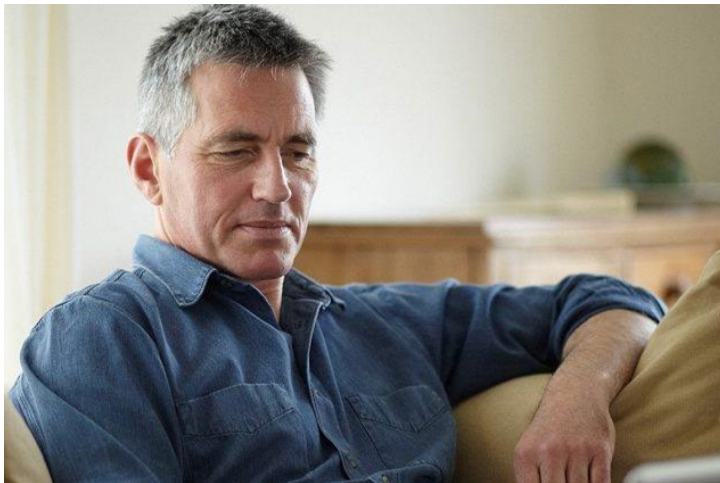
- Captures responses from all leads except 'neither of the above'
- Respondents were asked if they had been diagnosed with an enlarged prostate as such a diagnosis may disqualify respondent from treatment
- 60% of respondents indicated they did not have an enlarged prostate

## Would you be interested in speaking with a specialist about treatment options?



### Key Findings

- Captures responses from all leads except
- 26% expressed interest in moving forward with a specialist
- 48% are persuadable in moving forward with a specialist



- Male / Age 55-64
- History of cancer
- Not diagnosed with enlarged prostate
- Suffers bladder leakage several times per day

He experiences multiple daily bladder leakage episodes that noticeably impacts his daily life. He typically experiences leakage either immediately after using the restroom or worse, without any warning.

## **Most common treatment history**

- Lifestyle Modification
- Absorbent products (pads or adult diapers)

## **Most common triggers**

- Recent bathroom usage
- No notable warning/trigger
- Physical activity

## Summary

- Of the 98 people surveyed, 98% of respondents are male
- All respondents came from a mixed audience of Prostate Cancer Awareness and Cancer Awareness Facebook interests.
- 89% of respondents were primary sufferers and not answering on behalf of a loved one
- 56% of respondents have suffered for over a year without relief
- 55% of respondents experience multiple leaks per day
- 51% of respondents experience high levels of daily interference due to symptoms
- 44% of respondents are prostate cancer Dx with 7% specifically indicating that they have had a radical prostatectomy mostly in the last 5 years
- Only 3% of respondents have already tried an artificial urinary sphincter
- 74% of respondents want to move forward with a specialist or are persuadable

## Conclusions

- There may be a broader population of cancer patients that may be treatable by BSX male continence devices.
- Typical bladder leakage sufferer that is also a cancer patient is suffering multiple daily episodes with little to no warning that a leak may occur.
- Incontinent male cancer patients have a high degree of life impairment and are open to or persuadable to move forward with treatment.
- Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
- Competitive CPL
- Ad concepts emotionally connect with male continence patients through creative messaging
- Ad concepts address primary interest of patients in seeking out information to treat their disease



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