

A 3D illustration of a human head in profile, showing the jaw and teeth. The teeth are rendered in a semi-transparent, light blue color, and the jawbone is visible. The background is dark, with a red glow emanating from the right side, highlighting the teeth. The overall aesthetic is modern and clinical.

Market Report

# Oral Nerve Damage

## Objective

- Demonstrate the ability to find and deliver qualified leads to client
- Utilize Facebook ads to attract research participants and direct them to a dedicated landing page and health risk assessment survey

## Key Metrics

- Number of Qualified Surveys
- Health Risk Assessment Survey Data

## Acquisition Metrics

- July 5 -9, 2019
- Nationwide ad spend
- 10 total leads (a.k.a. survey completions)
- 40% of leads were qualified
- \$163 Cost Per Qualified Lead

## Inclusion / Exclusion Criteria

- Adults age 18 + with dental nerve damage that is not caused by trigeminal neuralgia

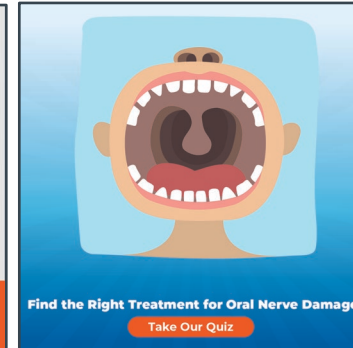
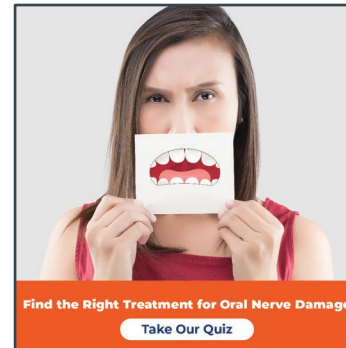
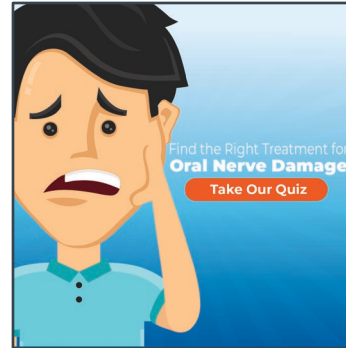
## Results

- Determined winning messaging concept to attract potential patients
- Captured willingness to share information
- Refined understanding of nerve pain patients

## Process

- Created four eye-catching images to generate interest
- Applied two sets of unique copy to each ad image for a total of eight ads
- Each ad pointed to the same landing page and survey
- Leveraged Facebook's algorithm to optimize ad delivery based on highest conversion rate (leads generated)
- Determined winning ads based on post engagement and highest conversion

## Image Assets Tested



# Attract patients who need treatment

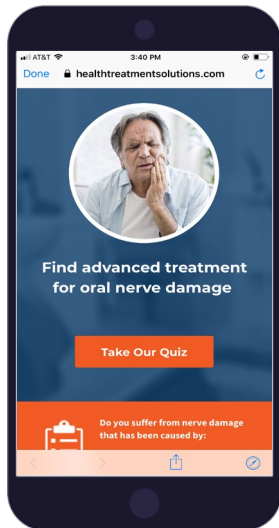
Optimized to ensure high consumer engagement

## Social Media



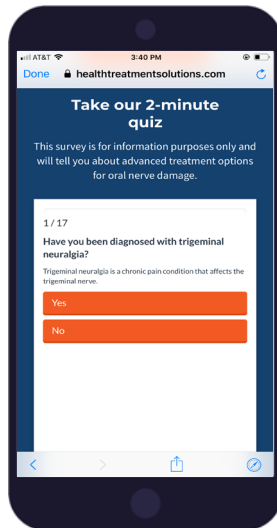
Attract

## Landing Page



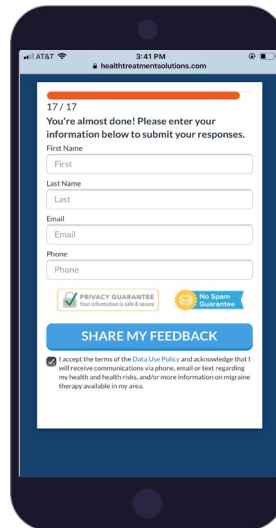
Engage

## Symptoms



Qualify

## Submit



Collect

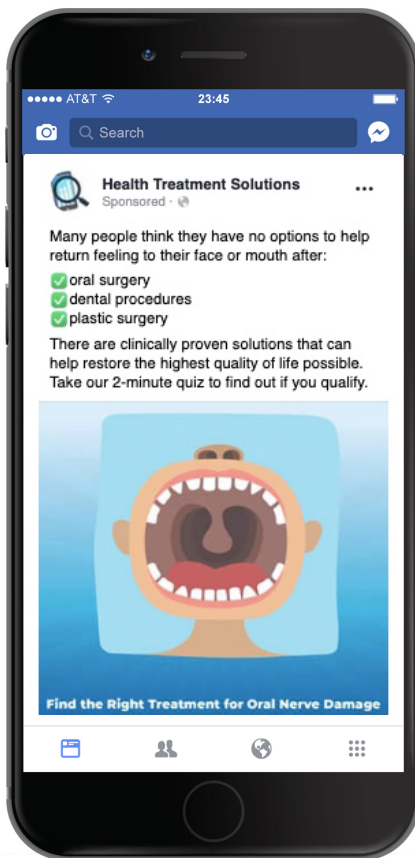
## Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



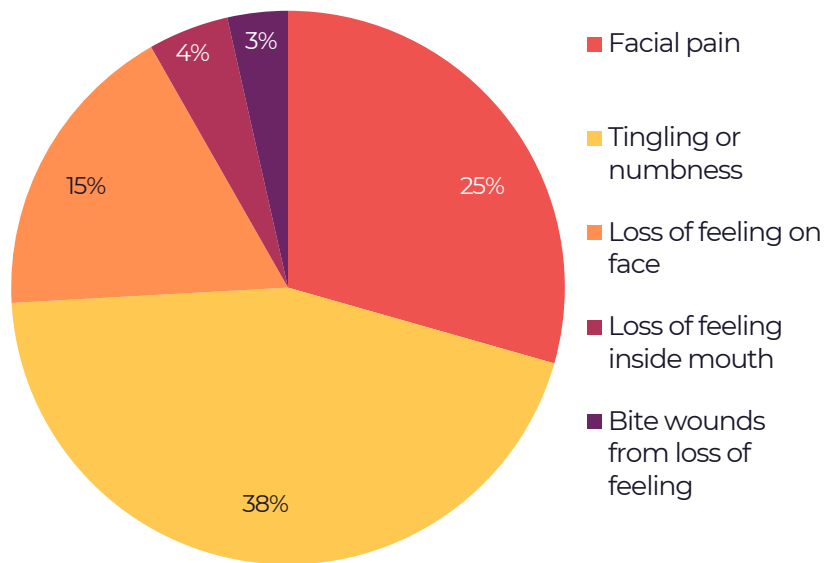
Optimize percentage of respondents who complete survey with engaging experience



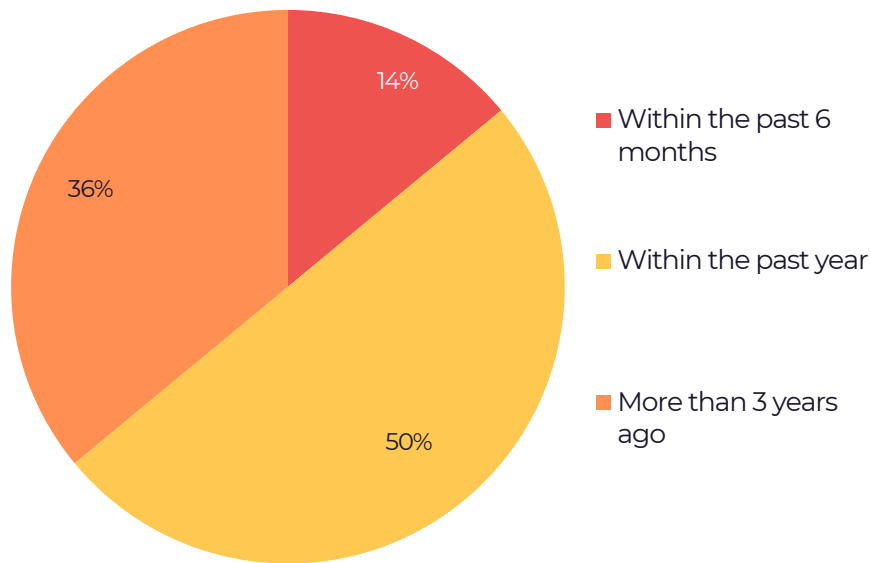
## Key Findings

- Two best performing images featured a soft approach
- Combined, the top two ads generated 50% of leads
- The top performing ad has a 33% conversion rate

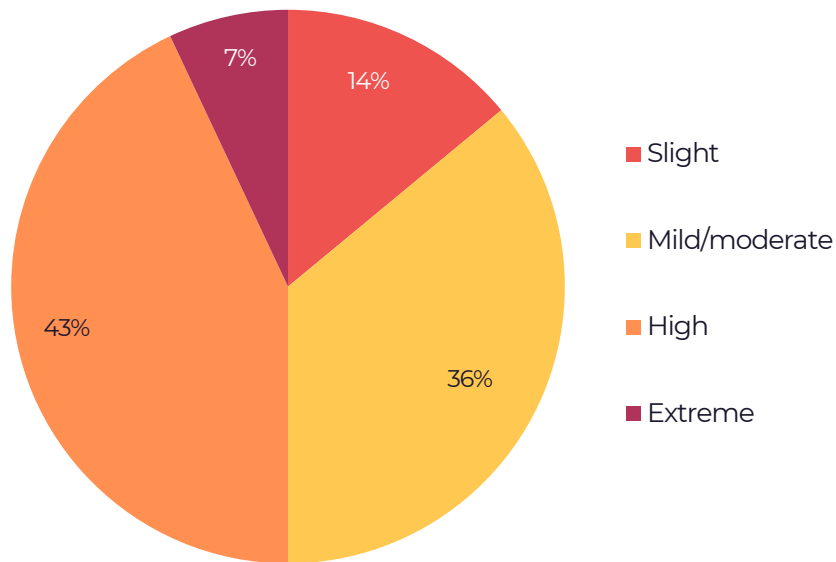
## Are you experiencing any of these symptoms in your head and neck area?



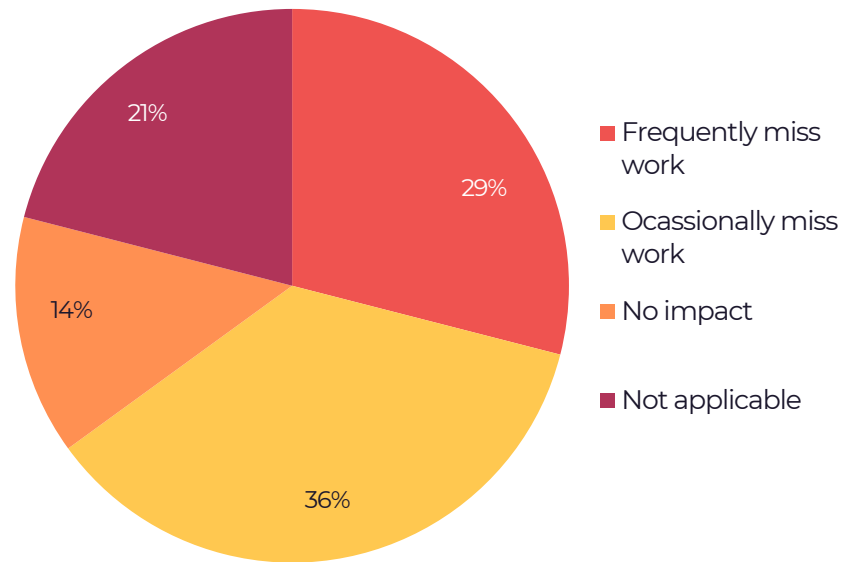
## When did you first start experiencing symptoms?



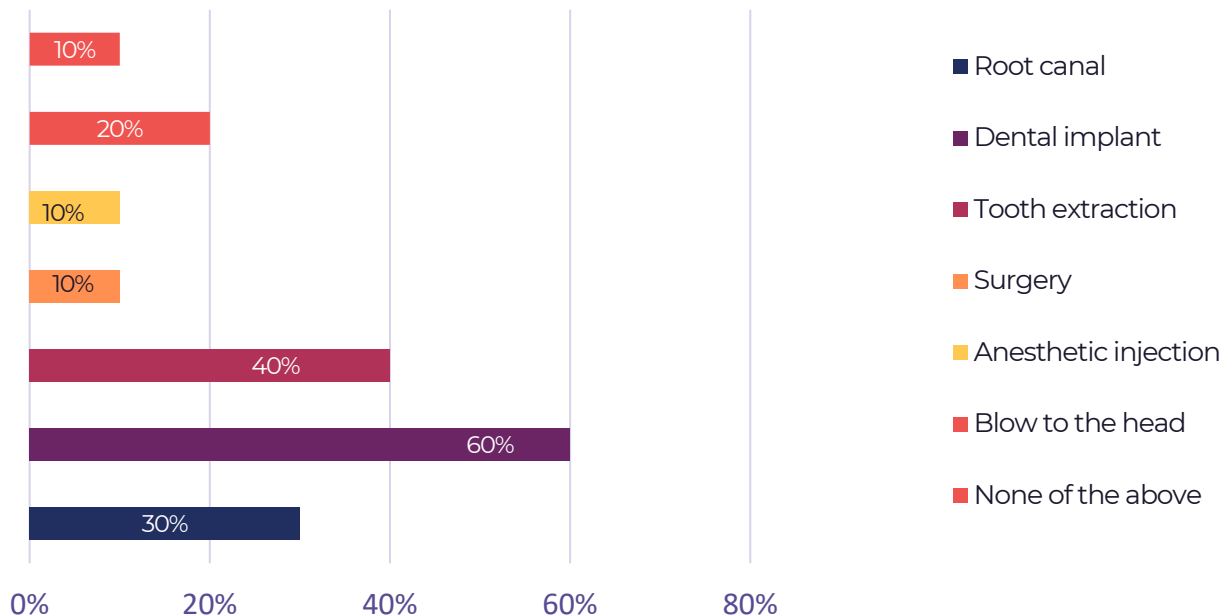
## On average, how would you rate your oral nerve damage?



## Does your nerve damage interfere with your job?

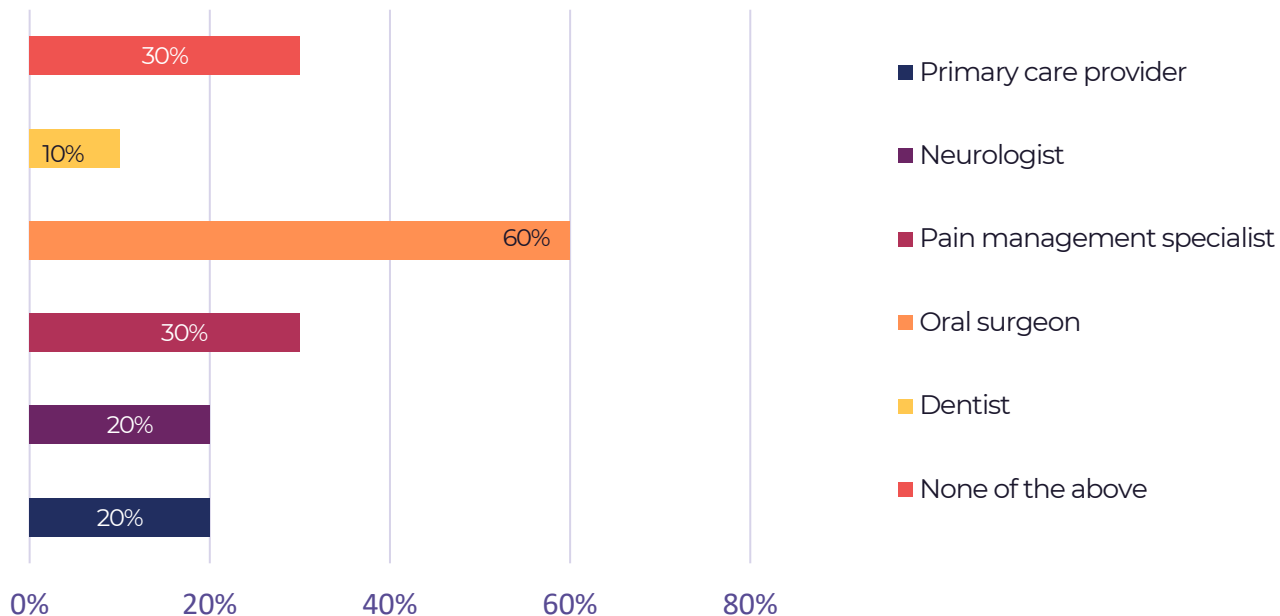


## Did you experience nerve damage after any of the following?

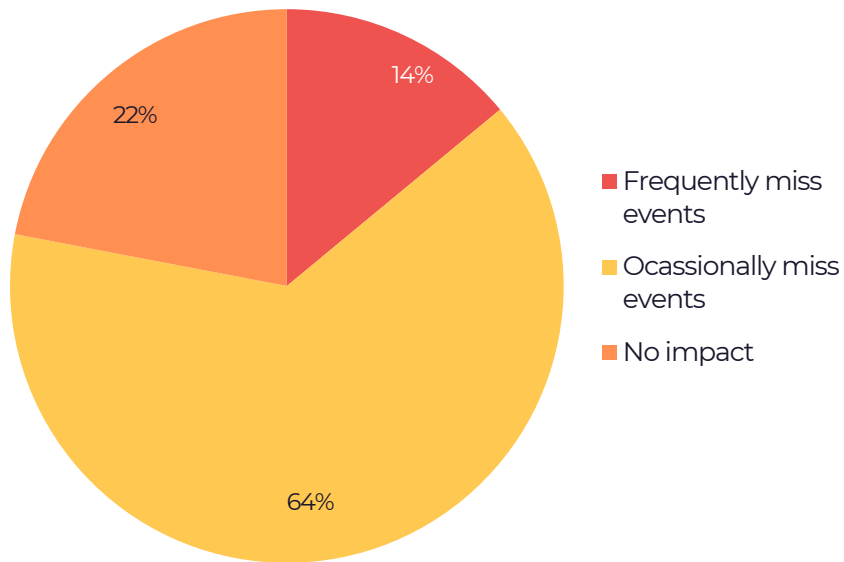




## Have you been referred to any of the following nerve specialists?



## Does your oral nerve damage interfere with your social or family life?



## Conclusion

- **Demographics.**
  - 100% of leads are female
  - At 42%, the 45-54 age category received the most responses
  - 57% of respondents took the survey for self
- **Symptoms and Root Cause**
  - The #1 symptoms experienced are tingling or numbness in their face
  - The majority of respondents experienced nerve deficit following a dental implant procedure
  - Most respondents began experiencing symptoms within the past year
  - Over 42% of respondents report high nerve deficit
- **Quality of Life**
  - Most of the employed respondents report that their nerve damage interferes with their job, over 35% occasionally miss work
  - Most respondents report that their nerve damage impacts their social or family life, over 64% occasionally miss social or family events
- **Current Treatment Plan**
  - 60% of respondents have been referred to an oral surgeon for treatment
  - 64% of respondents are not currently under the care of a nerve specialist
  - 50% are not satisfied with their current treatment plan

## Key Findings

- Conclusions
  - Dental deficit sufferers are likely to experience diminished quality of life.
  - Due to decreased satisfaction with current treatment options, nerve deficit patients are motivated to find new treatment plans.
- Recommendations
  - Targeted social-media outreach with high patient activation is a feasible approach and recommended given:
    - Competitive CPL
    - Ad concepts emotionally connect with nerve deficit patients through creative messaging
    - Survey questions dive deeper into root cause of dental nerve deficit and barriers to treatment
    - Utilize trained nurses at the 83bar Call Center to better identify root cause



For more information email  
[www.83bar.com](http://www.83bar.com)

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