



Market Report

Pompe Disease



Definition of a Qualified Lead

- Include men and women 18 years and older interested in participating in a study who have late-onset Pompe or are a friend or family member of someone who has Pompe

Campaign Assets

- 4 total ad variants
- 1 unique landing page variant
- A custom, 10-question health risk assessment survey to capture Pompe history, as well as assessing frequency of topline exclusion criteria in the population

Key Metrics

- Qualified Leads
- Cost per Qualified Lead (CPQL)
- Survey Data

Attract patients who need treatment

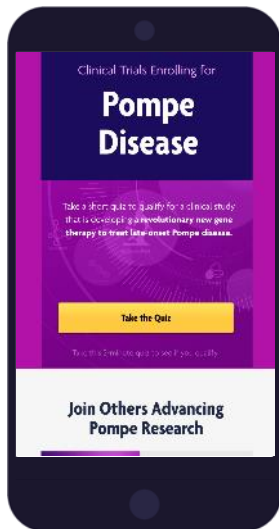
Optimized to ensure high consumer engagement

Social Media



Attract

Landing Page



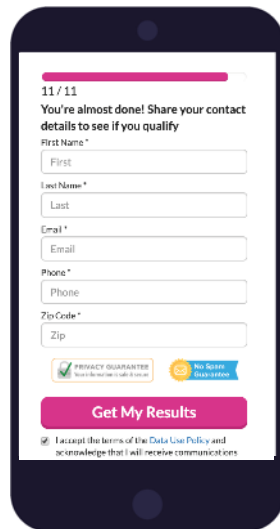
Engage

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

Process

Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target patients with Pompe Disease

Facebook Ad Targeting

- Men and women / Age 18+

Geo-Target

- 50-mile radius around Phoenix, Irvine CA, Kansas City, Minneapolis, Portland OR, and Pittsburgh

Results

Run Dates

- March 13-16, 2020

Acquisition Metrics

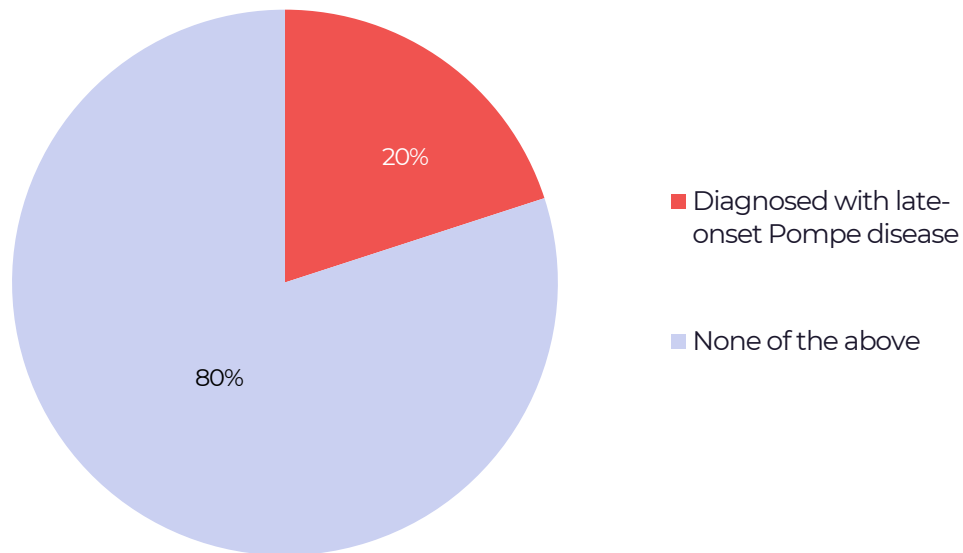
- 5 total leads
- 1 qualified lead
- \$500 CPQL (Cost per qualified lead)



Extra Funnel Lead

- The qualified lead came from outside the targeted area
- Friends of the lead tagged him in the ad comments
- Social media advertising allows for potential candidates' friends and family members to magnify reach and impact

Which of the following best describes you?



Key Findings

- Only one lead had late-onset Pompe disease

Summary

Overview

Identifying leads for a late-onset Pompe trial will be challenging due to the rarity of the disease, but social media advertising offers the opportunity to find the few motivated patients who are out there.

Ad Performance

Cost per lead was high, but in just one weekend we were able to identify a potential candidate through social sharing who appears to be qualified and highly motivated. The limited locations targeted were not where the lead was found, so a nationwide campaign may be necessary.

Survey Data

The one late-onset Pompe disease patient we found does meet the topline criteria for the trial.

Recommendations

For rare diseases like late-onset Pompe, the trial may need to go where the patients are.

83bar could develop a nationwide social media campaign to find late-onset Pompe disease sufferers who are interested in participating in the trial and then work with them and their physicians to complete the study.



For more information visit
www.83bar.com

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