**83bar**

Market Report

Skintelli

Objective

- Create a nationwide campaign that excluded Maryland and New York targeting men and women starting at college graduation age through to before average retirement age to attract, inform, and capture higher intent leads.

Acquisition Metrics
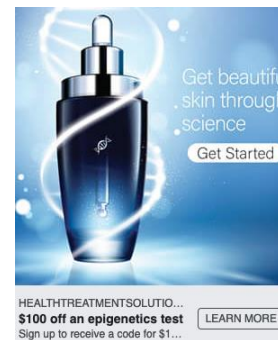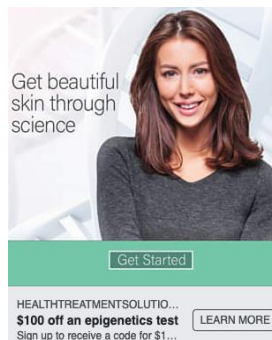
- 62 Leads / $10.06 per Lead

Campaign Dates

- Targeted men and women, 22-60, nationwide excluding NY and MD

Get beautiful skin through science

Get Started
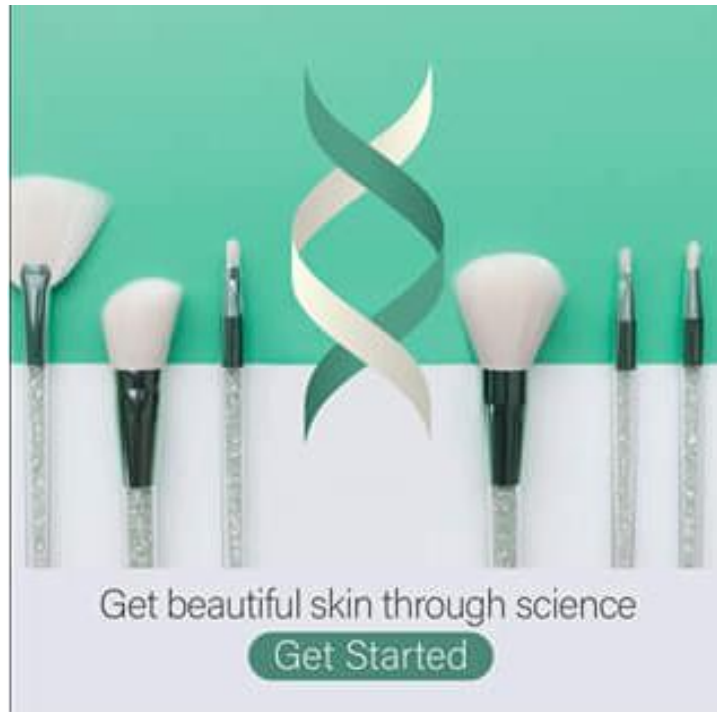
Process

- Four Facebook ads that point to one unique landing page with an embedded survey.

- One market research survey designed to connect with patients and capture higher intent leads

- One unique qualified thank you page with links to educational websites

- The ad images featured skin care-related imagery designed to quickly resonate with the patient population
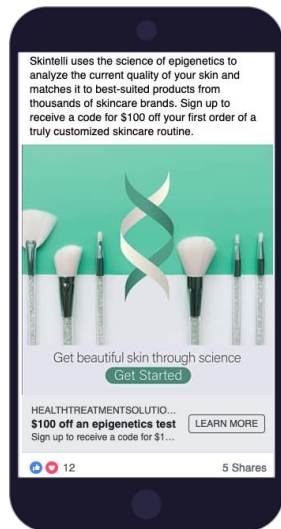
Image Assets Tested
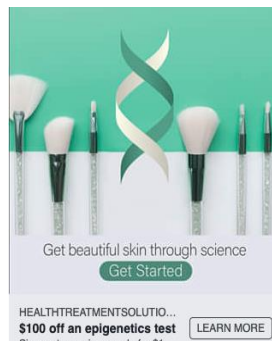
Attract patients who need treatment

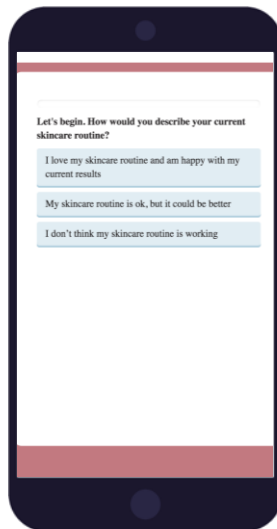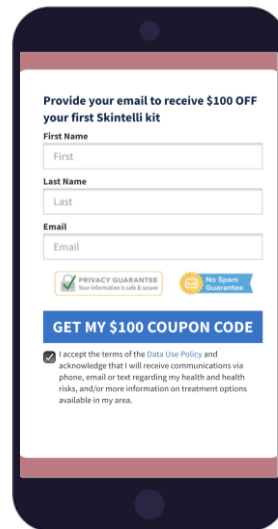Optimized to ensure high consumer engagement

Social Media

Skintelli uses the science of epigenetics to analyze the current quality of your skin and matches it to best-suited products from thousands of skincare brands. Sign up to receive a code for $100 off your first order of a truly customized skincare routine.

Get beautiful skin through science
Get Started

HEALTHTREATMENTSOLUTIO...
$100 off an epigenetics test
Sign up to receive a code for $1... | LEARN MORE

👍❤️ 12 | 5 Shares

Landing Page

SKIN, MEET YOUR MATCH

PERSONALIZED SKINCARE BASED ON YOUR EPIGENETICS.

SKINTELLI uses the science of Epigenetics to analyze the quality of your skin, and then finds best-suited products from thousands of brands.

Get The Offer

Provide your email to receive a special code for $100 off your first Skintelli kit.

WHY CHOOSE SKINTELLI?

Symptoms

Let's begin. How would you describe your current skincare routine?

I love my skincare routine and am happy with my current results

My skincare routine is ok, but it could be better

I don't think my skincare routine is working

Submit

Provide your email to receive $100 OFF your first Skintelli kit

First Name
First

Last Name
Last

Email
Email

PRIVACY GUARANTEE
Your information is safe & secure | No Spam Guarantee

GET MY $100 COUPON CODE

☑ I accept the terms of the Data Use Policy and acknowledge that I will receive communications via phone, email or text regarding my health and health risks, and/or more information on treatment options available in my area.
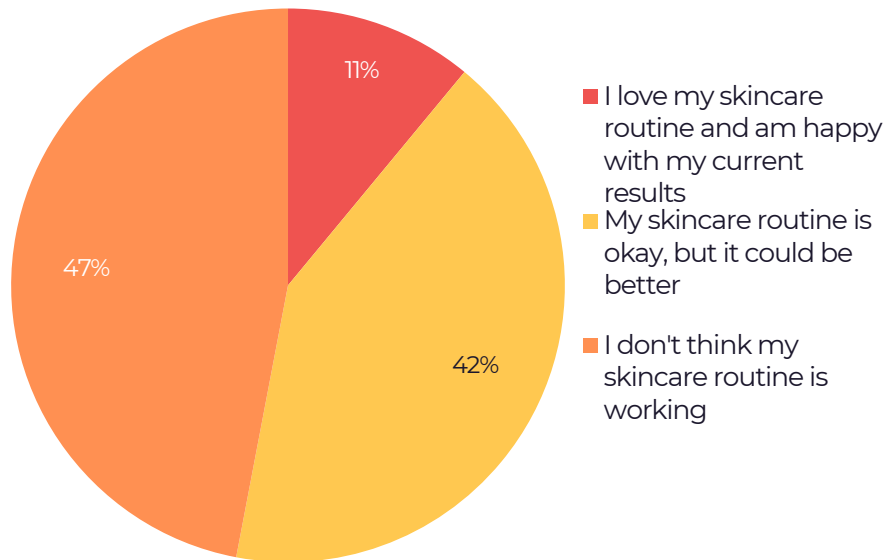
Our Goals

Generate clicks with illustrated ads that stand out in social newsfeed

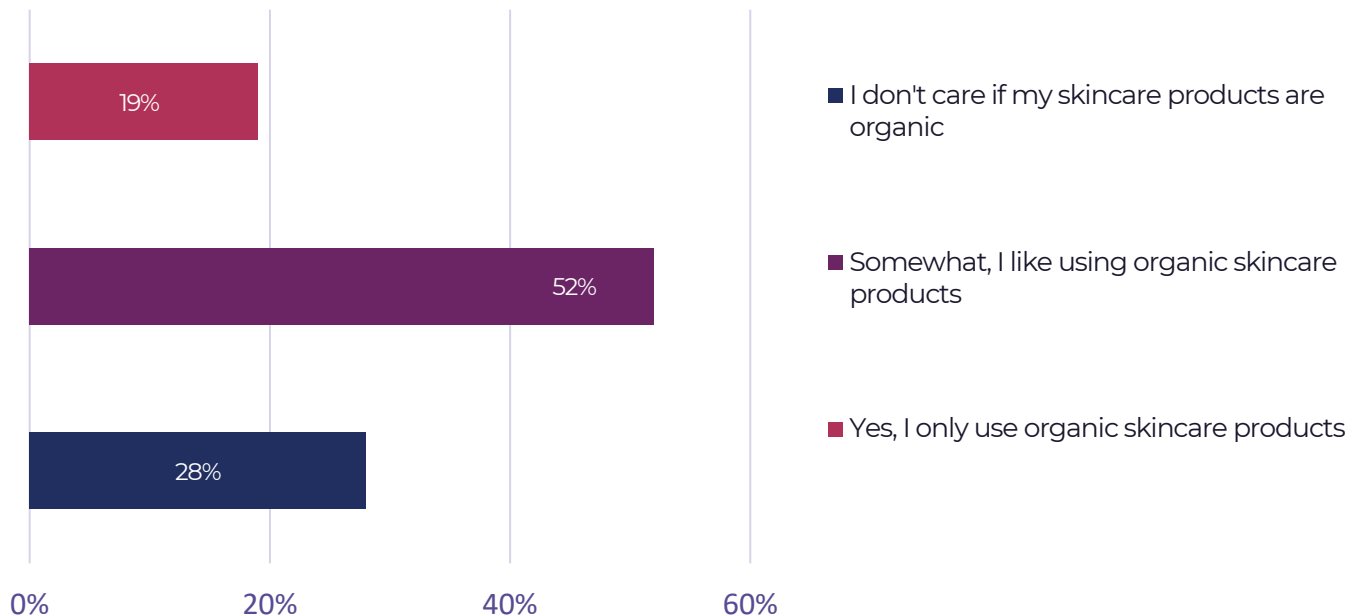Optimize percentage of respondents who complete survey with engaging experience

Attract — **Engage** — **Qualify** — **Collect**

What we discovered

How would you describe your current skincare routine?

- 11% — I love my skincare routine and am happy with my current results
- 42% — My skincare routine is okay, but it could be better
- 47% — I don't think my skincare routine is working

What best describes your views on animal testing?

- 3% — I don't care if my skincare practice animal-free testing
- 47% — I like using skincare brands that practice animal-free testing, but it is not a deal breaker
- 50% — I only use skincare brands that practice anime-free testing
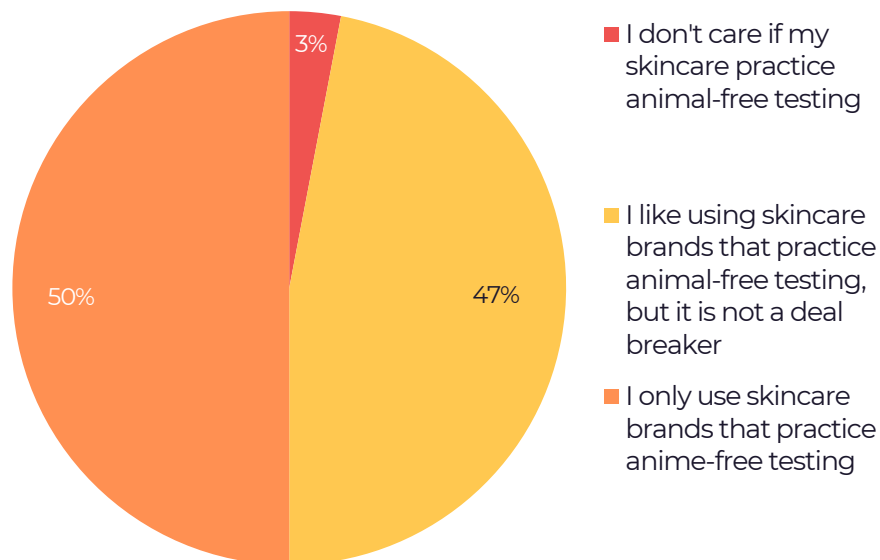
Is it important that your skincare products use organic ingredients?

Chart data:
- Yes, I only use organic skincare products: 19%
- Somewhat, I like using organic skincare products: 52%
- I don't care if my skincare products are organic: 28%

Legend:
- I don't care if my skincare products are organic
- Somewhat, I like using organic skincare products
- Yes, I only use organic skincare products

What we discovered

When selecting a new skin care brand, my focus is on:

- Brand name / Recognition
- Ingredients
- Pricing
- Proven effectiveness
- I take all these factors into equal consideration

8%, 8%, 14%, 11%, 59%

How interested would you be in biologically measuring the progress of your daily skincare regimen?

- Extremely interested
- Not interest
- Somewhat interested

58%, 6%, 36%

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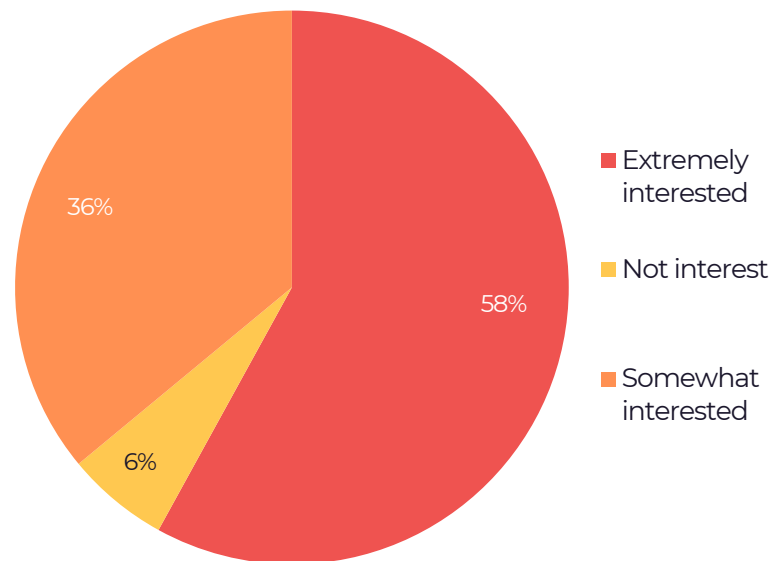
In the past three months, how much money did you spend on skincare products?

- 0$ to 150$
- 150$ to 300$
- 300$ to 500$

70%
22%
8%
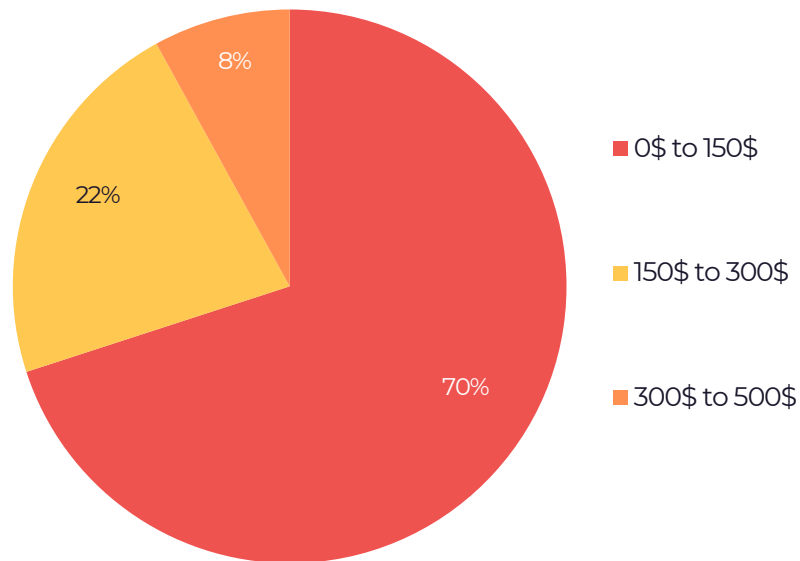
How likely are you to switch your skincare buying decisions based on a guided scientific test?

53%
47%

- Extremely interested
- Somewhat interested
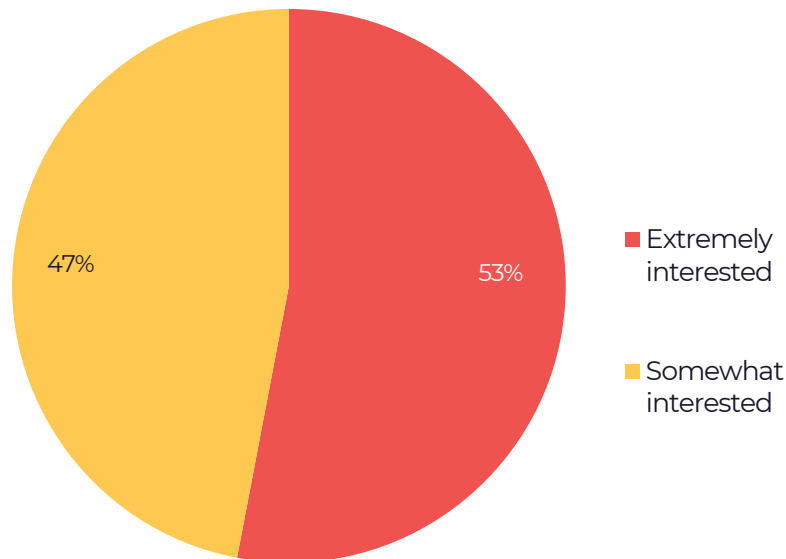
Key Findings

- **88.89%** of respondents feel their skin care routine is not working or could us improvement

- **97.22%** of respondents prefer to use products that are not tested on animals

- **58.33%** of respondents consider brand name, ingredients, proven effectiveness, and pricing when selecting a new product

- **69.44%** of respondents have spent $0 to $150 on skincare products in the last 3 months