

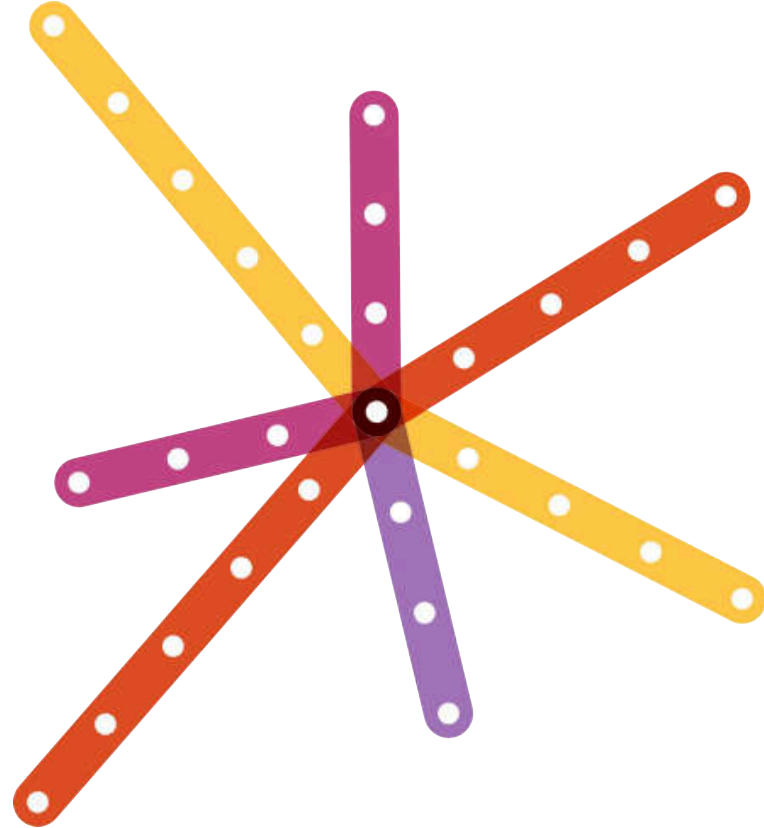
Jennie Lambert

Case Studies

Growth Design

2023 Paragard Growth Strategy

(i.e. increasing performance
by studying customer
behavior)



example 1

NEXPLANON engagement flow design
and optimization

KPI Alignment

HVA's

Client approved high-value actions, KPIs, etc.

- Find a doctor
- 2 page engagement results in highest impact (crossix data)*
- NNs
- What to expect guide (for on script)
- Insurance cost info
- CRM **(TBD)** - Rod registration → what to expect guide → another brand working with amplity?

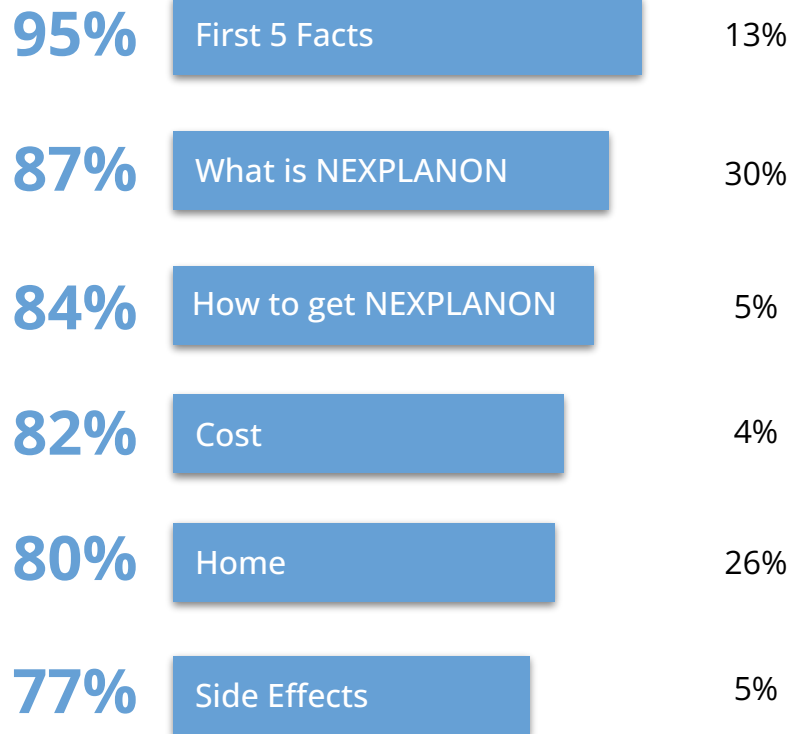
*Visited two pages (according to Crossix) they are more likely to convert.

Qualitative Analysis

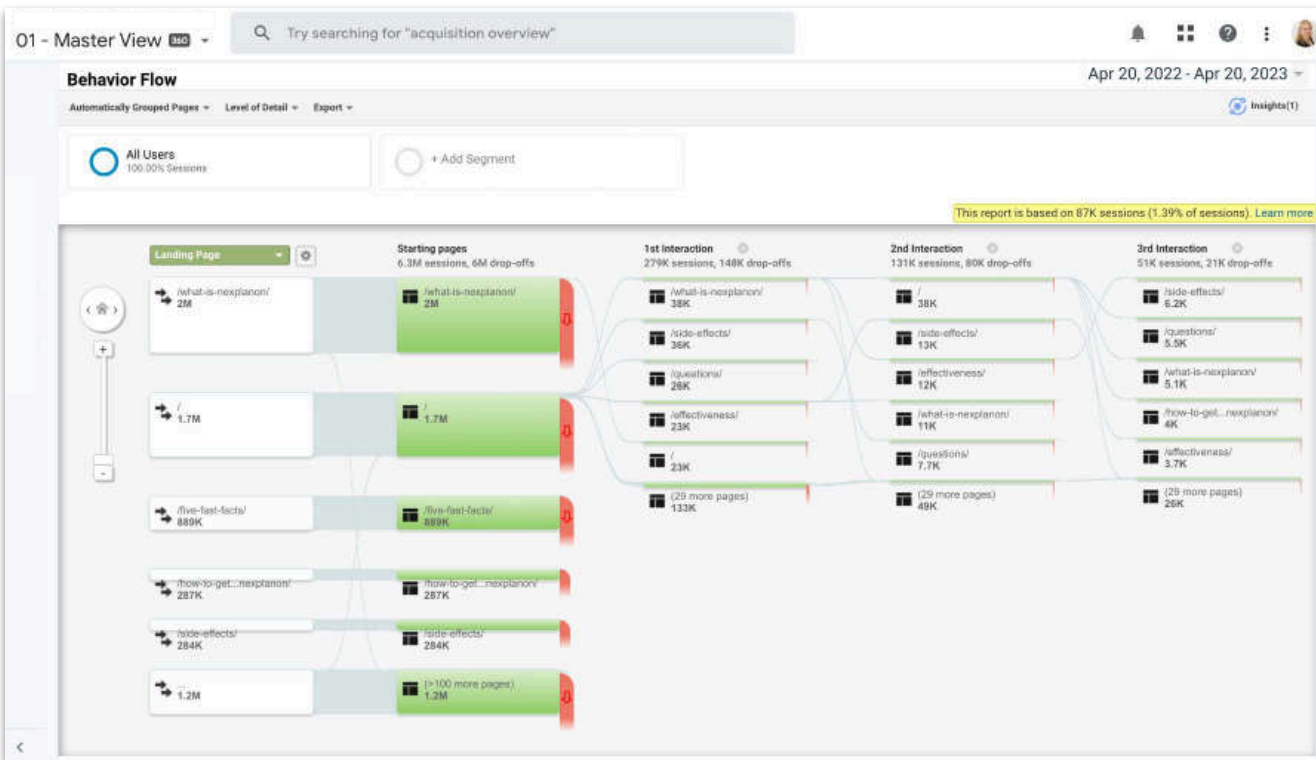


The **exit rate** was analyzed across all stages of the funnel

1. The **What is NEXPLANON** page has an exit rate of **87%**. Because this page accounts for **30%** of pageviews, this is a prime opportunity to increase engagement and conversions.
2. The **homepage** has an exit rate of **80%** while accounting for **26%** of pageviews, making it the second prime target for optimization.
3. The **First 5 Facts** page has the highest exit rate of **95%**, and accounts for **13%** of total page views, so increasing engagement opportunities here can substantially improve the HVA conversion rates.



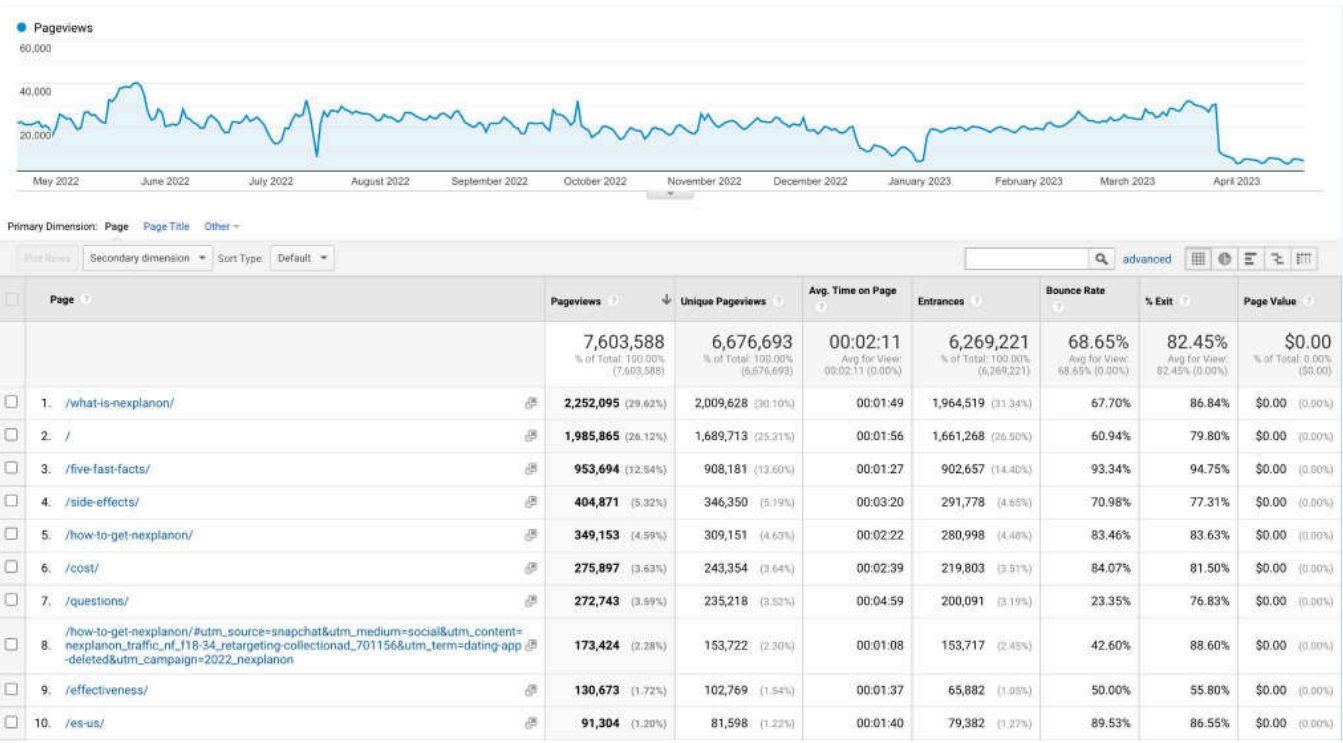
BEHAVIORAL FLOW ANALYSIS



KEY FINDINGS:

1. Most traffic enters from interior page: What is NEXPLANON
2. High engagement on homepage, five fast facts, how to get, side effects,
3. High drop-off rate

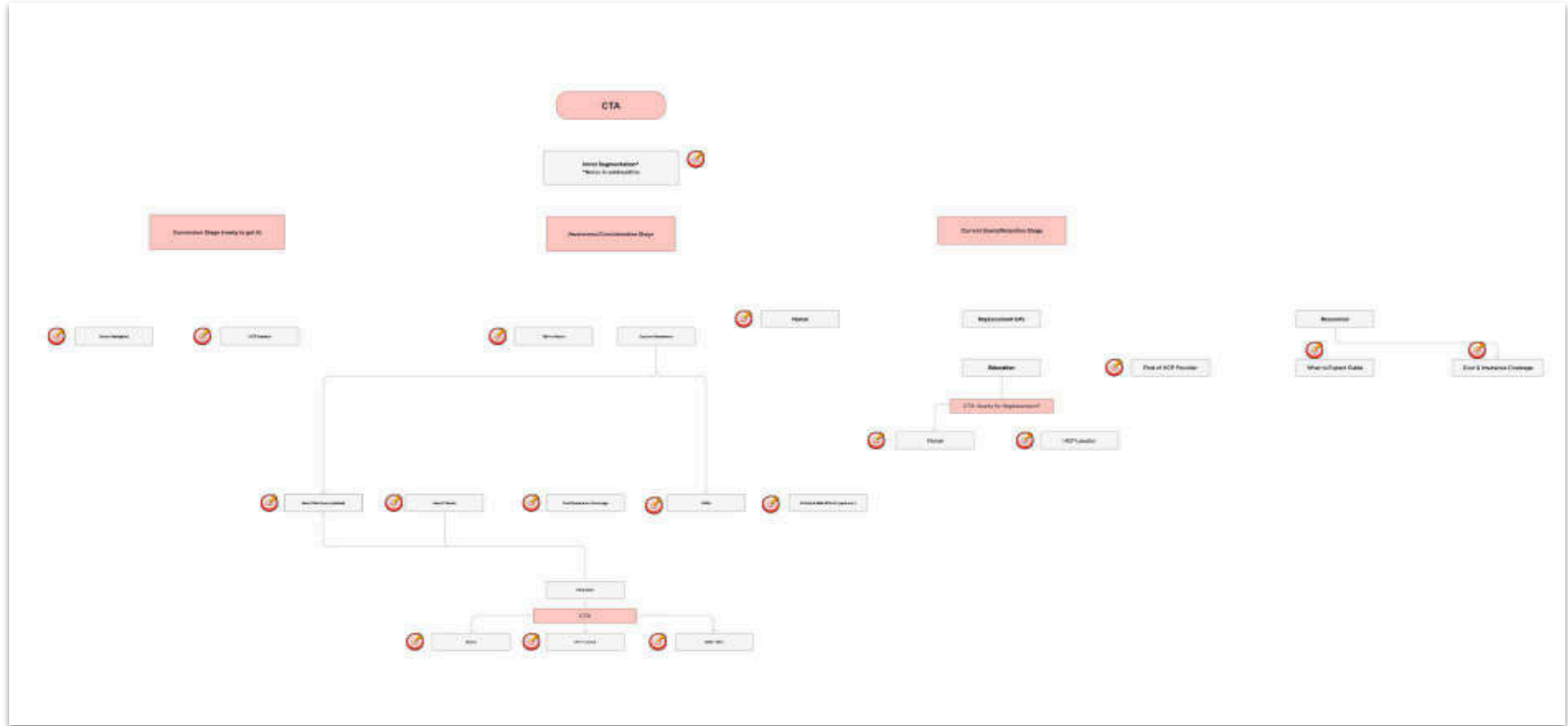
ENGAGEMENT ANALYSIS



KEY FINDINGS:

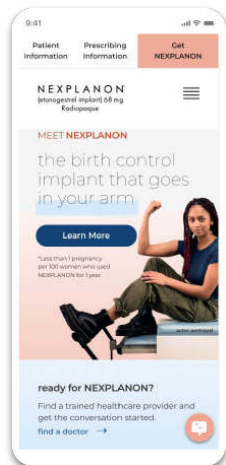
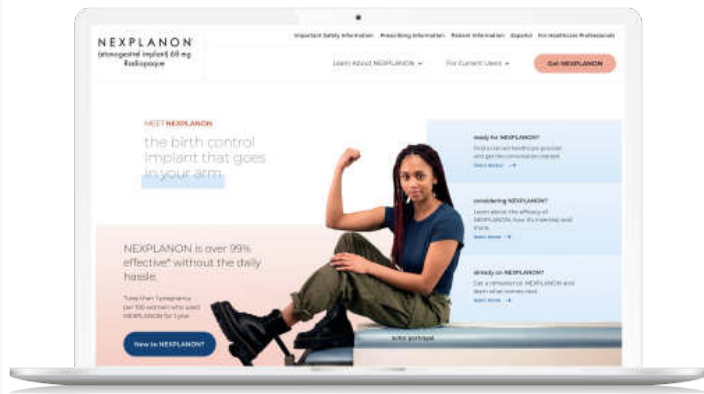
1. Most viewed pages are What is NEXPLANON (30%), homepage (25%) and 5 Fast Facts (13%)
2. High drop-off rate and bounce rate
3. Highest drop off on 5 Fast Facts and What is NEXPLANON

ENGAGEMENT FLOW MAP

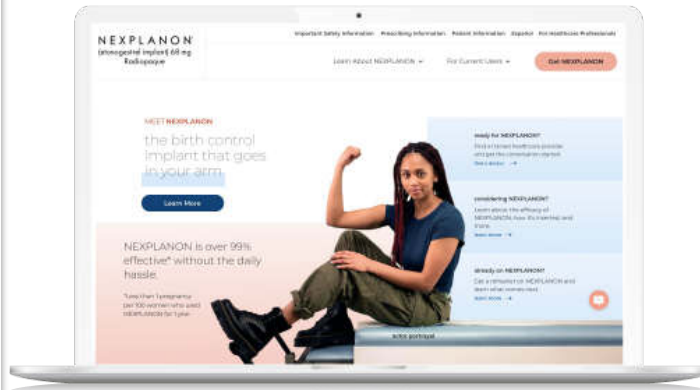


HOMEPAGE OPTIMIZATION

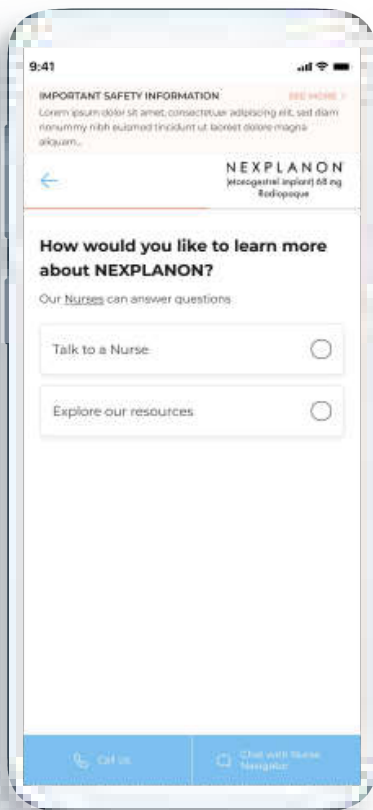
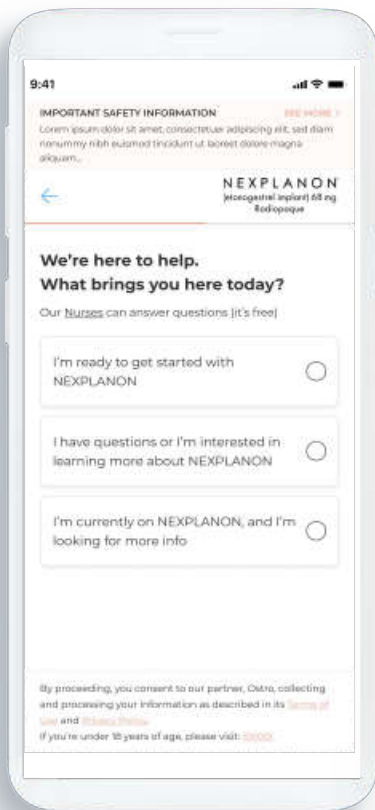
BEFORE



AFTER



1. Headline copy minimized
2. CTA button above the fold move up to prime locations
3. Live nurse chat added for personal support



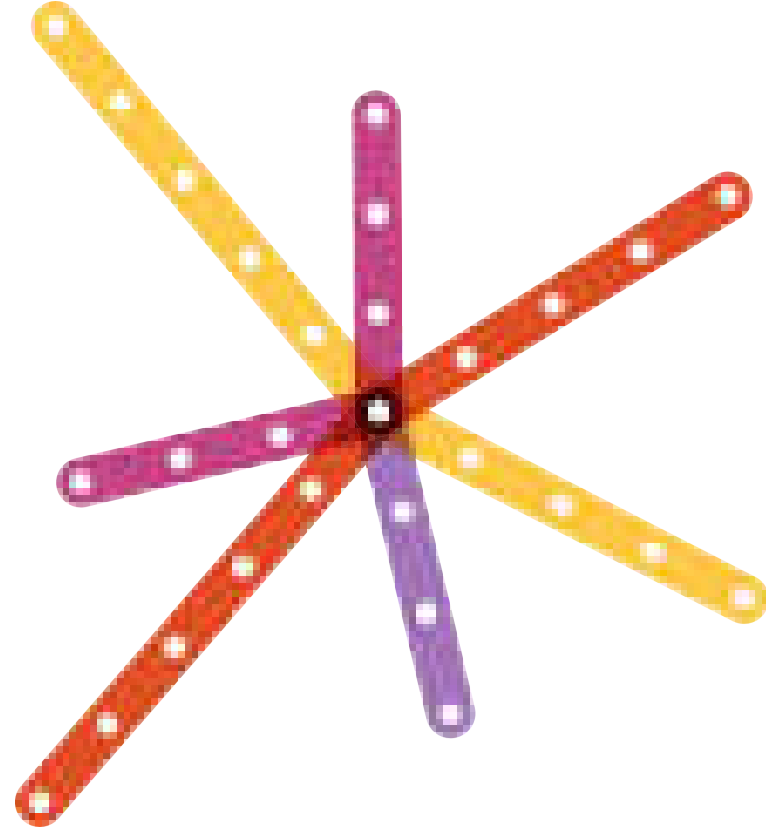
example 2

Paragard

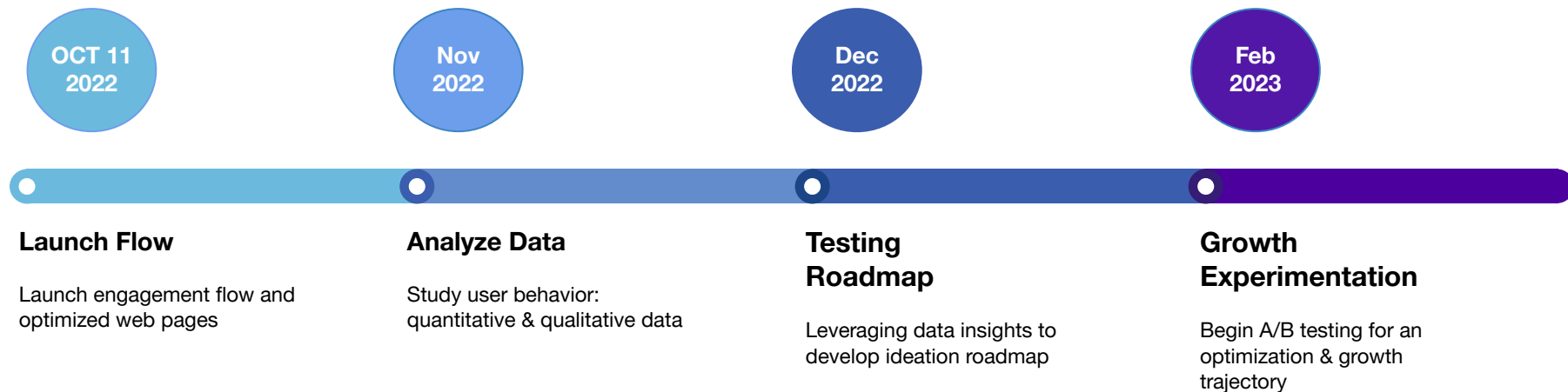
1. Growth Strategy
2. Engagement flow design
3. Optimization

2023 Paragard Growth Strategy

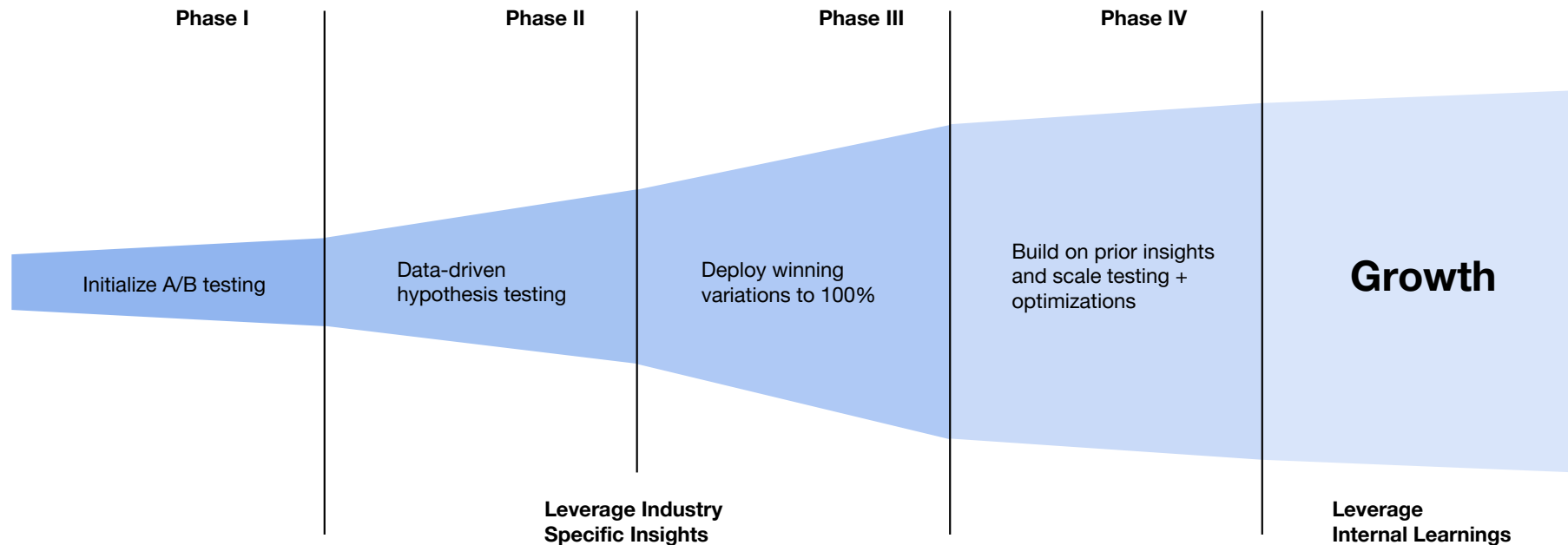
(i.e. increasing performance
by studying customer
behavior)



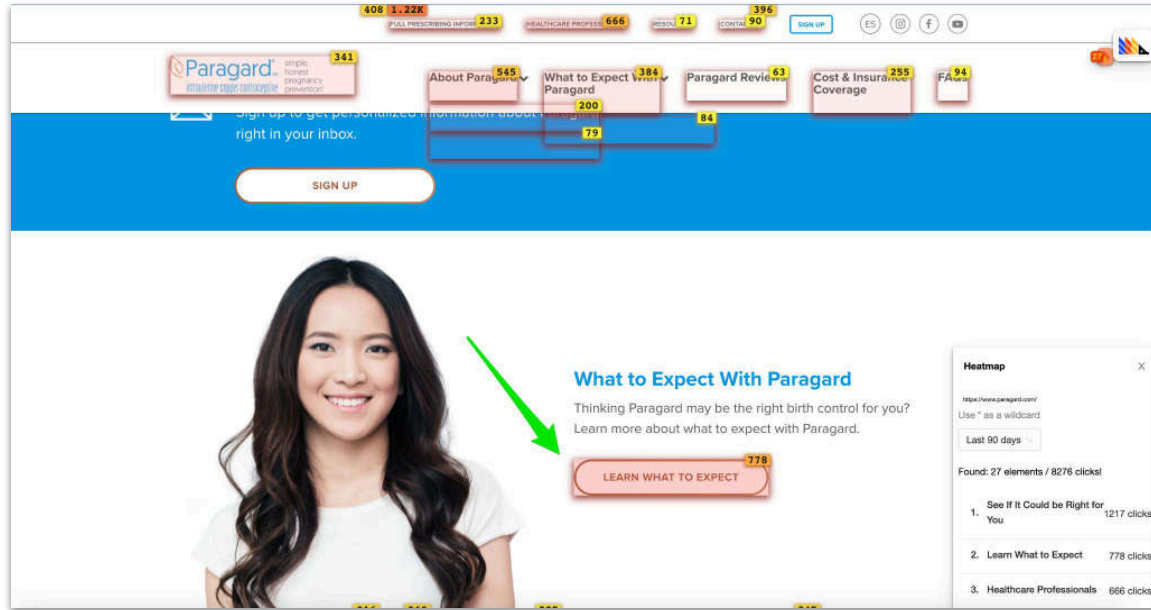
Growth Strategy Planning



How It Works



WHAT TO EXPECT PAGE OPTIMIZATION



Data range: Oct 3 - Jan 3, 2023

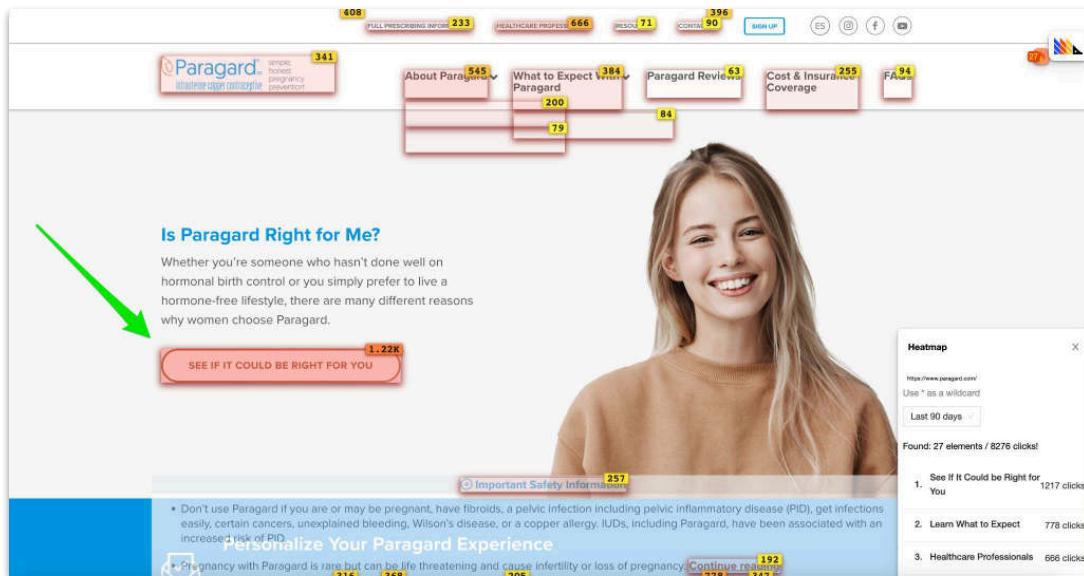
KPI Alignment

HVA's

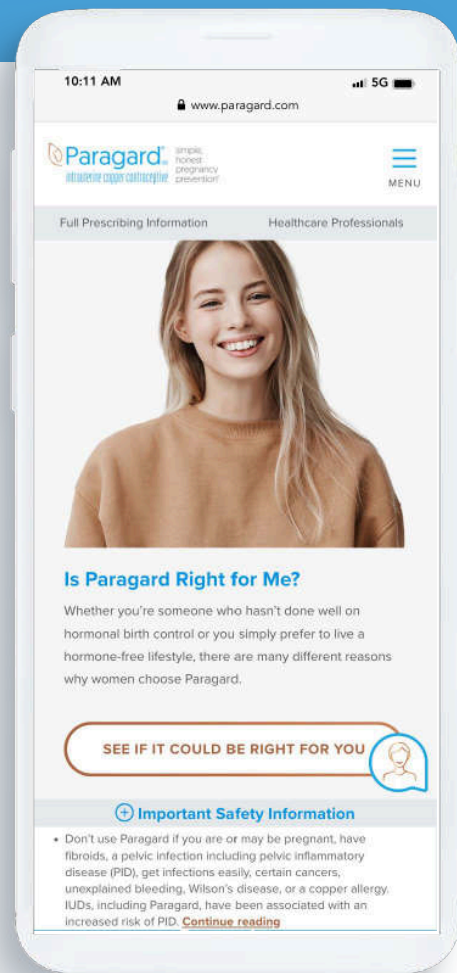
Client approved high-value actions, KPIs, etc.

1. Nurse navigator engagements: Web chat or phone call.
Specific HVAs for nurses were discussed in NN discovery session
2. CRM signs up
3. Insurance/cost engagement (both in flow and NN)
4. Schedule a doctor visit (both in flow and via NN)

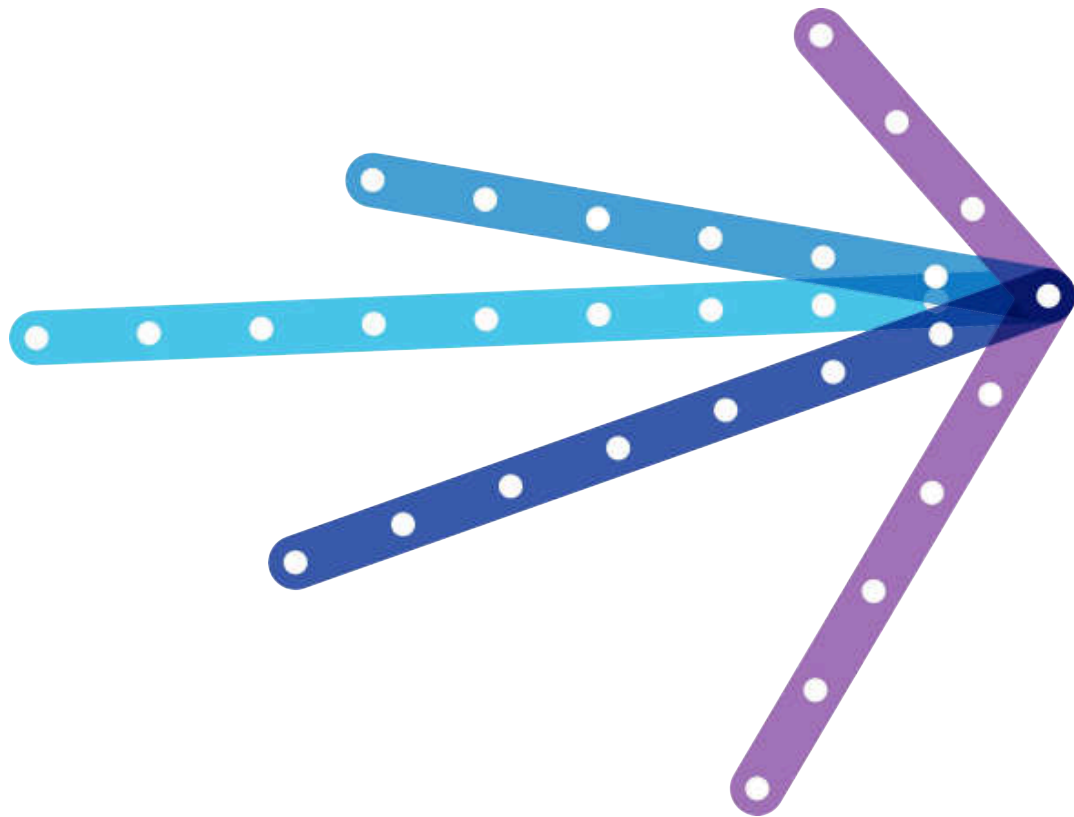
HOMEPAGE OPTIMIZATION

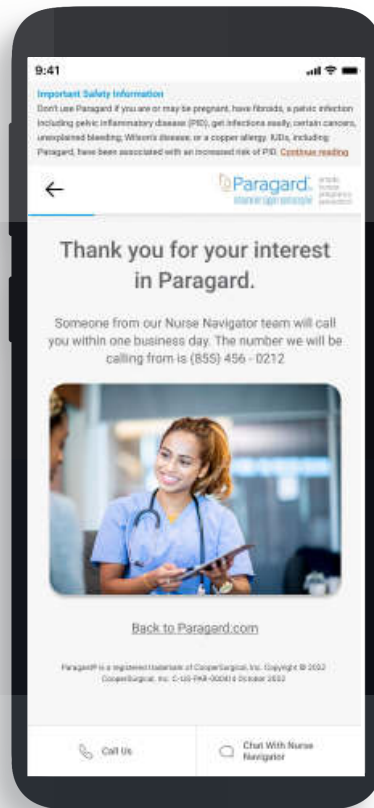
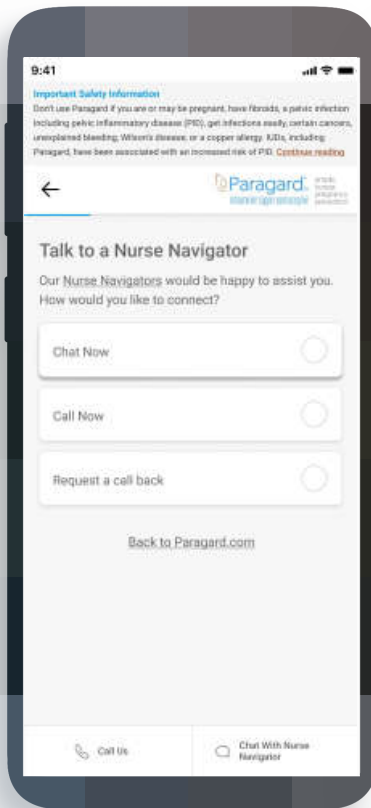
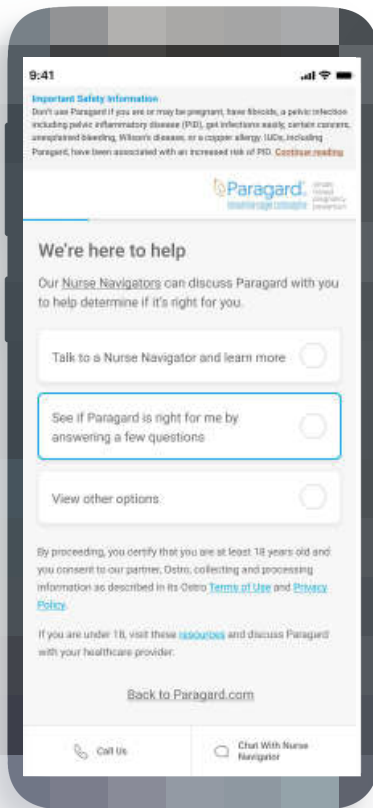


Data range: Oct 3 - Jan 3, 2023



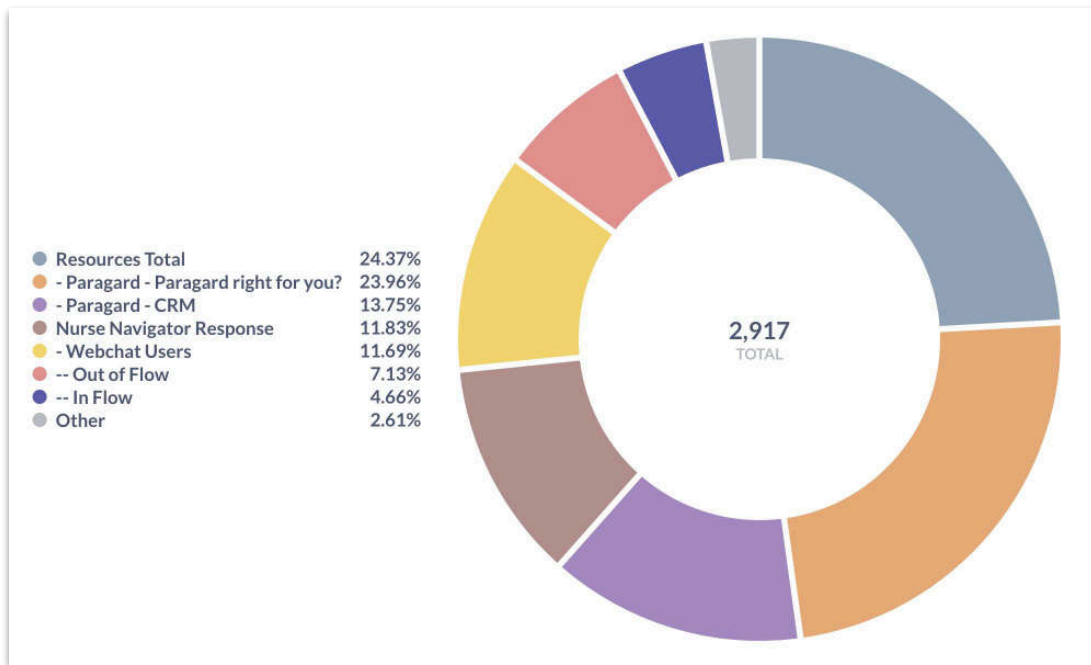
Engagement Flow Design



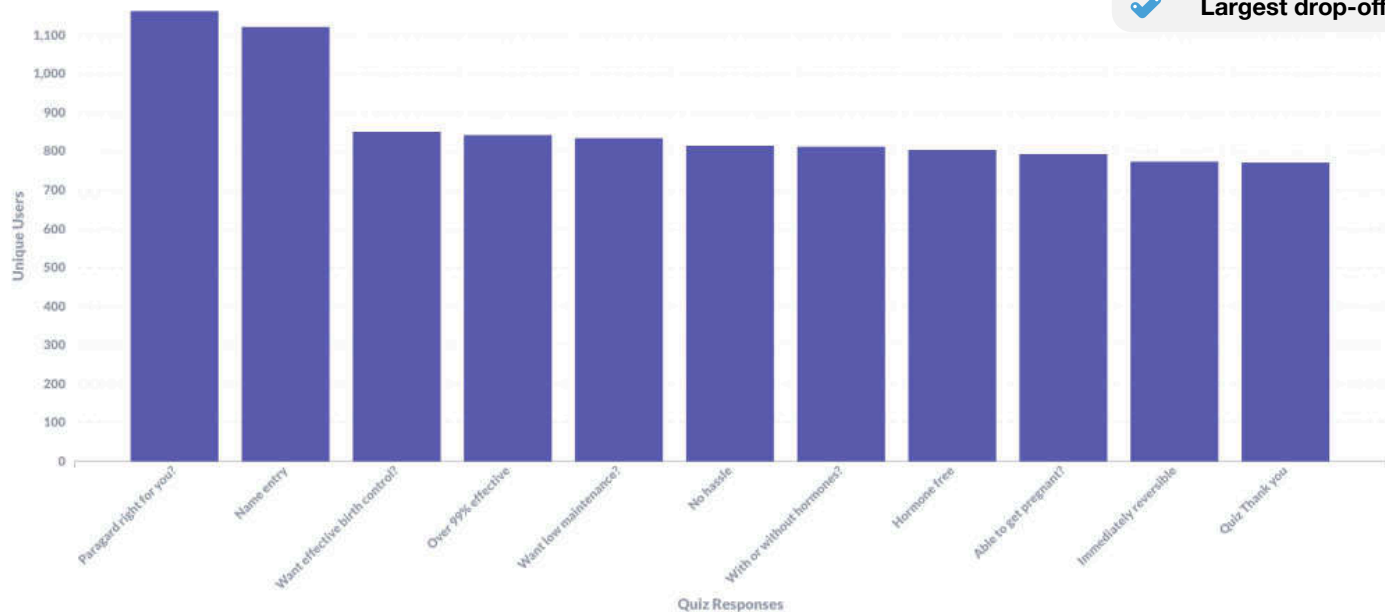


PERFORMANCE

Resources Total	711
- Paragard - Paragard right for you?	699
- Paragard - CRM	401
- Paragard - FAQs	37
- Website Re-Direct	35
Nurse Navigator Response	345
- Phone Users	4
- Webchat Users	341
-- Out of Flow	208
-- In Flow	136



Opportunity for Optimization + Testing



Performance overall is good



76% of users complete quiz



Largest drop-off on step 2

EXPERIMENT ROADMAP

	Ideation	Description		Hypothesis
1	Media Links	Entry points to flow via meda ads	➔	Direct entry points via media will increase flow engagement
2	QR Code	QR codes via television ads	➔	QR codes boost engagement from consumers and HCPs
3	SMS Shortcode	Short code SMS support to offer multiple modalities for engagement	➔	Short code SMS support increases engagement
4	2nd CTA / Homepage Entry Point	Replace 'See if Paragard Right for Me' button with flow entry point	➔	Adding entry points to highly clicked areas will drive more customers into the flow and increase conversions to HVAs
5	Add CTA / Entry Point to 'What to Expect' Page	Add entry point CTA to flow to supplement	➔	Add an entry point to a high-trafficked page will increase engagement and conversion to HVAs
6	Homepage Above The Fold CTA Copy	Test alternate CTA variations to 'Get Started'	➔	A CTA that better meets the customer where they are in the buying cycle will increase click-thru rate
7	FAQs Section	Test alternative FAQs	➔	If we optimize FAQs where drop off occurs, we can increase engagement and CRM signs ups from the quiz

4x more Engagements
2x More HVAs

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May 16, 2023

CooperSurgical® and Ostro Named Best Patient Education Solution in the 7th Annual MedTech Breakthrough Awards

By
Ostro



example ③

Akili Optimization