



CAMPAIGN OVERVIEW

WEBINAR OMNICHANNEL APPROACH

WEBINAR INVITATION

WEBINAR DAY

FOLLOW UP EMAILS

Marketing Driven:

- Customized email blast
- Social media ads
- 3rd parties network

Reps Driven:

- Personalized message
- Referrals

- Audience engagement through poll and survey questions
- QnA session

- Thank you emails sent
- Open and click activities tracked, passing information to the reps to further follow up

LEADS NURTURE

- Reps to follow up with the hot leads based on the tracked clicks
- Personalized message to nurture leads up the ladder

AD GROUPS TARGETED

NEW COPD PATIENTS

Age: 50-65+

Interests: Walking, hiking, jogging, recreational fishing, yoga, running, golf

Education: Graduate or Degree Level

ACTIVE ADULTS

2

Age: 25-50

Interests: Walking, hiking, jogging, swimming, running

Education: Graduate or Degree Level



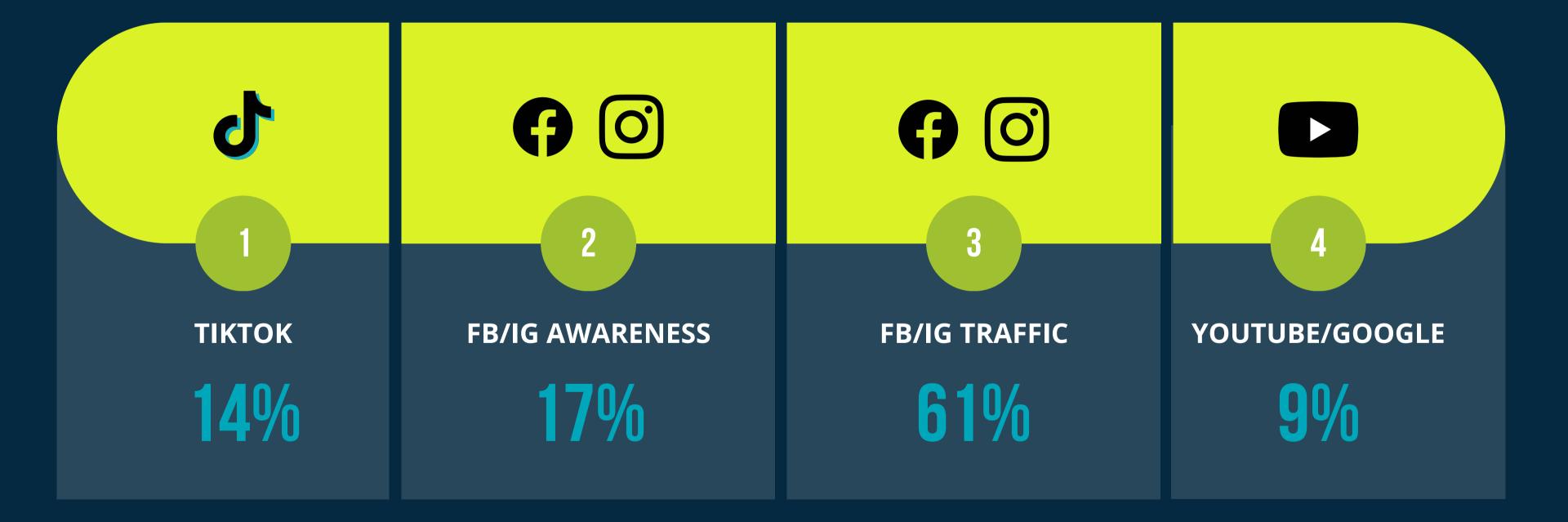
PARENTS 3

Age: 25-45

Matching: Parents with children (0-5), (6-8), (9-12)

Education: Graduate or Degree Level

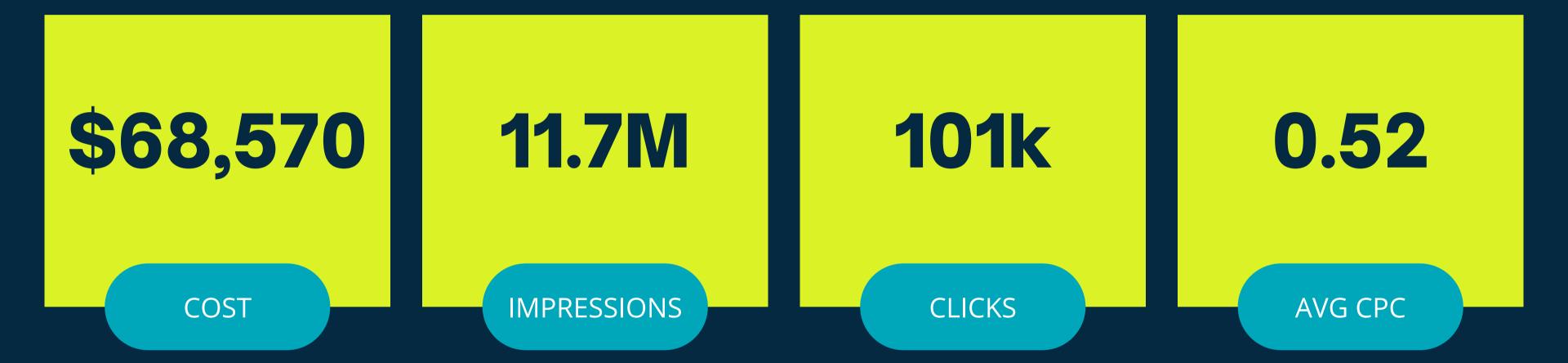
BUDGET BREAKDOWN



~\$70,000 SPENT



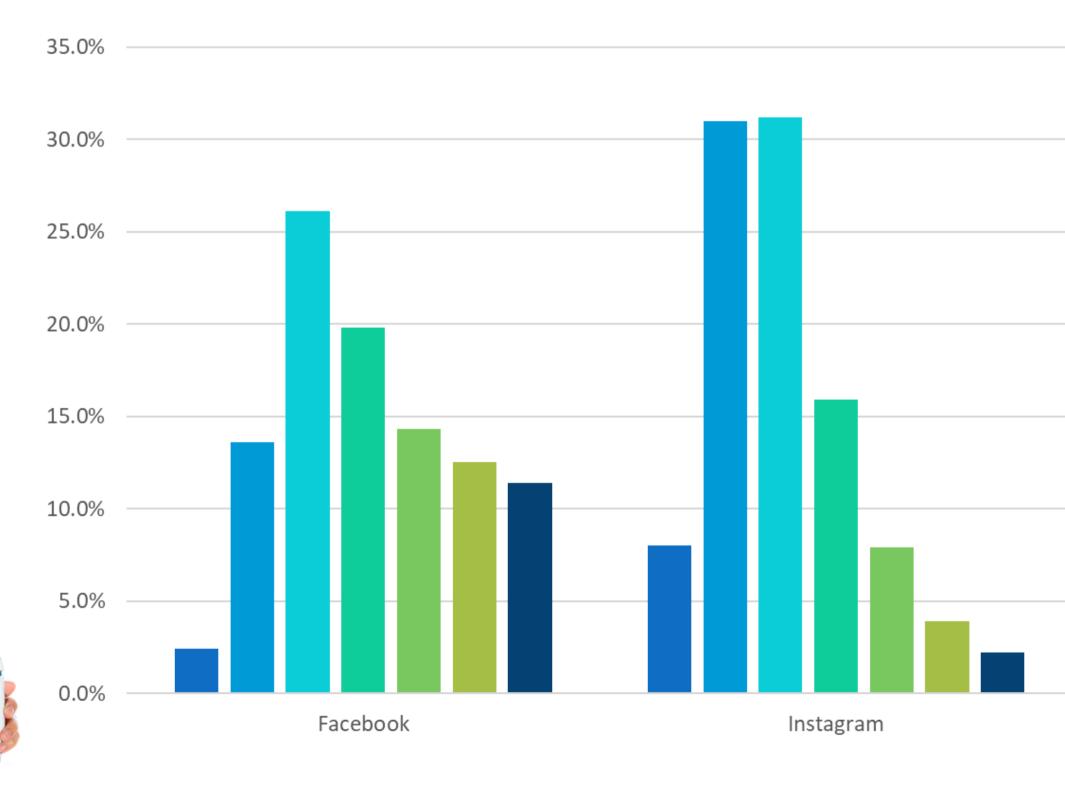
OVERALL RESULTS



CPC calculated using only Facebook campaigns, Instagram and Tiktok

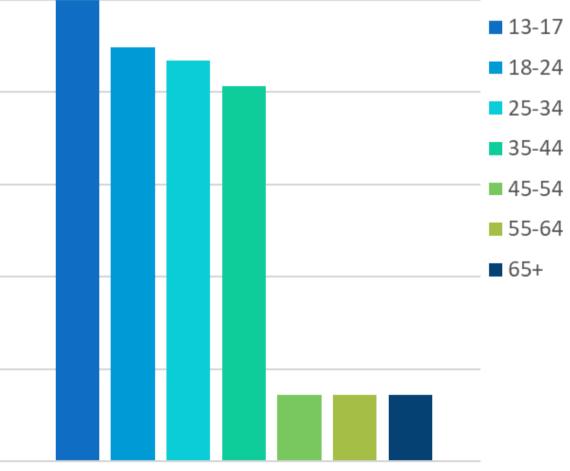


AGE DISTRIBUTION PER PLATFORM









Tik Tok

FACEBOOK & INSTAGRAM

FACEBOOK/INSTAGRAM OVERALL RESULTS



FACEBOOK/INSTAGRAM TRAFFIC RESULTS



FACEBOOK/INSTAGRAM AWARENESS RESULTS







CONVERSIONS



CONVERSIONS

Campaign name	1 Results	Reach -	Impressions -	Cost per result
Traffic - French AC2GO	40,660 Link clicks	467,710	1,558,039	\$0.52 Per Link Click
Traffic - English AC2GO	30,473 Link clicks	614,019	2,006,789	\$0.68 Per Link Click
FR-AC2GO Awareness Digital Campaign Q4	38,300 Estimated Ad Recall	511,594	2,235,277	\$0.15 Per Estimated Ad Re
AC2GO Awareness Digital Campaign Q4	52,700 Estimated Ad Recall	826,059	2,389,150	\$0.11 Per Estimated Ad Re

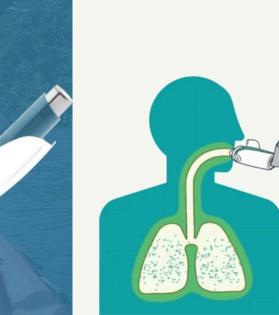
WHEREVER YOUR ADVENTURE TAKES YOU...





SAFELY CARRY YOUR INHALER IN A PORTABLE 2 IN 1 SPACER FOR USE ON-THE-GO

Aero2go DELIVERS INHALER MEDICATION BETTER THAN THE INHALER ALONE.^{1,2}



aerochamber2go.com PROTECTED. COMPACT. BETTER.

1 Suggett J et al. Eur Resp J. 2019 54: PA4229. © TMI 2020-2022 2 TMI data on file.

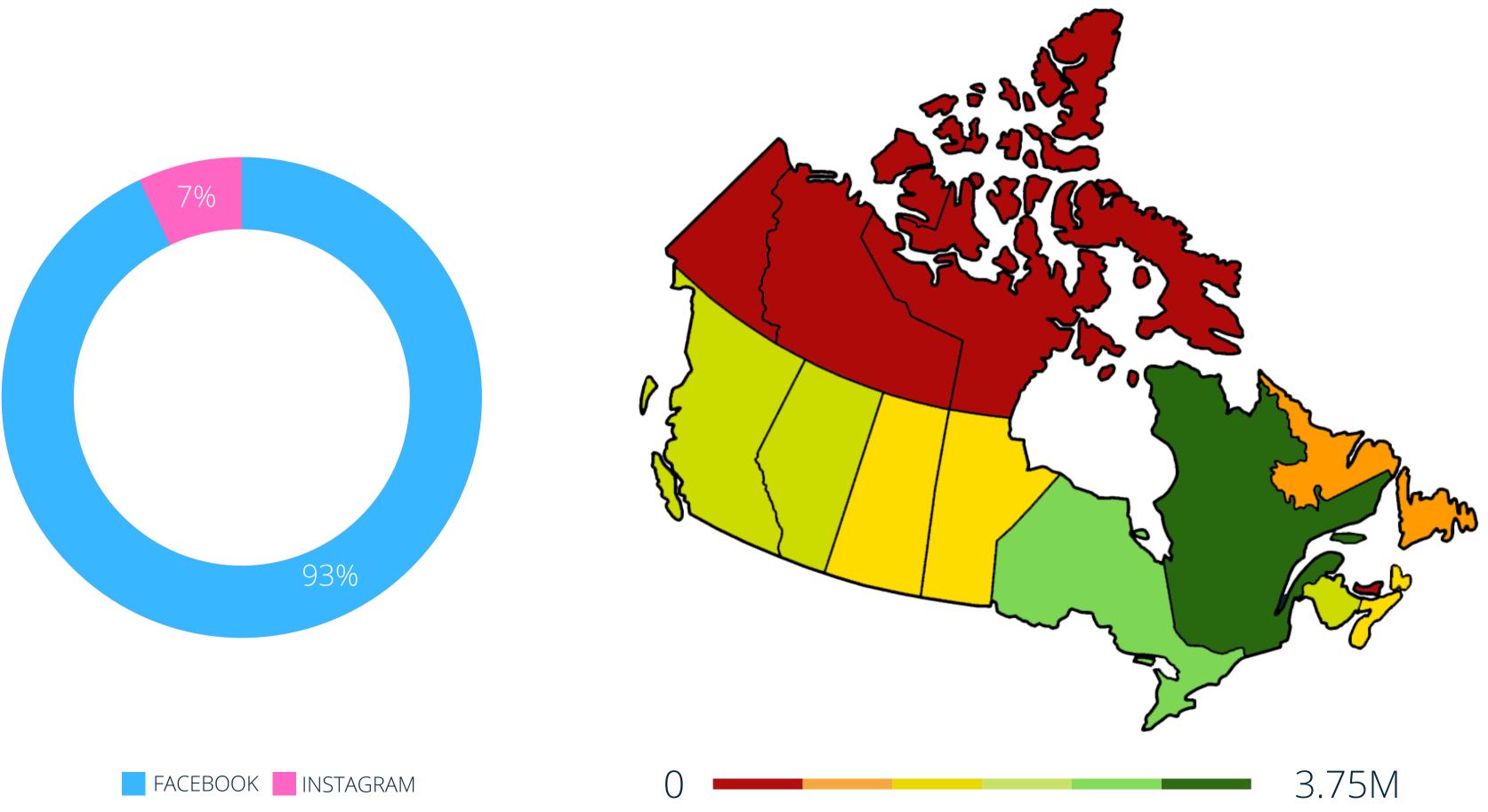


Available at the pharmacy counter.

	Amount spent	Ends -	Frequency		Unique link clicks
52 ick	\$21,090.86	Mar 31, 2022		3.33	32,560
68 ick	\$20,775.39	Mar 31, 2022		3.27	26,496
15 	\$5,814.92	Mar 31, 2022		4.37	2,381
11 e	\$5,777.99	Mar 31, 2022		2.89	2,343
	A PERFECT MATCH	LIKE YOUR INHAL	ER		AND Aerogo Chamber 200 Chamber + PROTECTIVE CASE.
W	IEREVER LIFE TAKES YOU	GO WITH C	CONFIDENCE. BY YOUR INHALER SPACER FOR USE ON-THE-GO		
OMPACT		Acrogo DELIVERS INHALER			at the pharmacy counter.

aerochamber2go.com PROTECTED. COMPACT. BETTER.

IMPRESSIONS BY PLATFORM





IMPRESSIONS BY REGION



Trudell Medical International Published by Christian Mason 2 · March 15 at 9:24 AM · 🕤

Go with confidence. Safely carry your inhaler in a portable 2 in 1



Debbie Huber

Like Reply 3w Damion Higdon

've been using this for years. With me all the time

Brilliant

...

Mary Piperno

That's what i need how can i get one

Reply 3w

Noreen Breaker

I want something to carry in my pocket...how do I get

Reply 2w

Michelle Moser



Megan Richardson

Like Reply 1w

Great conxept but raistixally how accessie is this? Historically aerochamers are guite costly and rarely covered by third party insurers, even for children.

C 3

This is smart. I always had trouble taking my inhaler properly as a kid.



Comment as Trudell Medical Internati. \odot 0 0 0

Michelle Moser

This is smart. I always had trouble taking my inhaler properly as a kid.

Like Reply 6w

Joshua Sabean

I haven't taken inhalers in years. I breathe easier with one but taking corticosteroid inhalers has their own health risks like immune suppression. I went back on an inhaler when I had pneumonia (not the corticosteriod one but one similar or the same as ventolin) about 7 years ago but then right back off them. It's important to note that those inhalers will never cure you, they only help you manage symptoms. If you have mild asthma you might not even need it. It's worth discussing it with your doctor.

Like Reply 6w

Rowan Darling

Joshua Sabean they may not cure it, but they relieve symptoms and can be potentially lifesaving for someone with severe asthma. For someone like me, for whom exercise is a trigger, it makes it possible to be more active, thereby improving my lung capacity and overall cardiovascular health and reducing the impact of my asthma. Bottom line, unless you're someone's doctor, you should never be telling them whether or not to use an inhaler.





Judy Blake

I need something, maybe around the neck so it stays * with me from place to place.

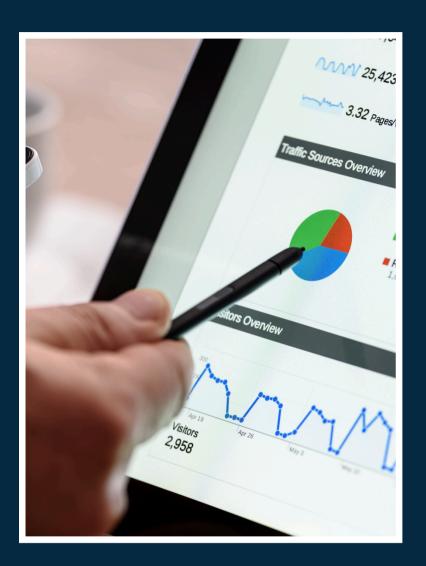
Jessy James

I literally just got this one and man what a world of difference when taking your doses

KEY TAKEAWAYS



On a high level, Facebook and Instagram are the **most reliable platforms** to advertise on moving forward, especially to patients. These platforms are effective in generating great reach across all different demographics. In addition, brands have been advertising within these platforms for much longer than others making them the most reliable or consistent platforms to advertise on moving forward.



CPC for ads targeting parents of children and teenagers was **significantly higher** than other ad groups. It might be beneficial to utilize Instagram and TikTok exclusively for this group, as these platforms pertain to a younger demographic. In addition, it would be beneficial to further define this group of individuals in order to identify how to best target them in future campaigns.



Awareness campaigns were conducted in scale for our first time and they were successful in **generating significant impressions over a short time** with minimal spend. It would be beneficial to continue use of this type of campaign moving forward specifically, with introduction of new products or offerings.



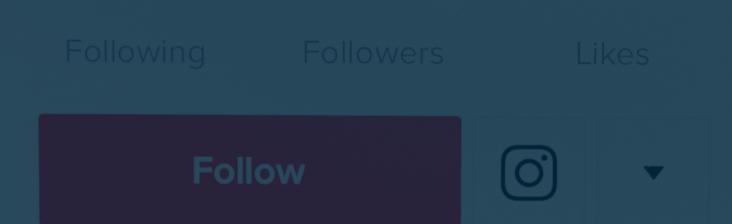
User interaction was most present on ads targeting new COPD patients. Ads targeting new COPD patients generated roughly 550 likes, 100 comments and 200 shares. When looking for user insight, this is the group that should be targeted as they appear to be the most engaged.

TikTok

TIKTOK

...

@tiktok 🔮



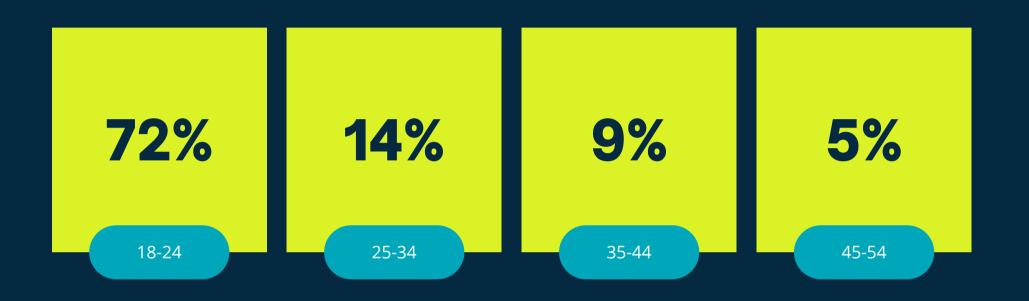


TIKTOK



TIKTOK DEMOGRAPHICS

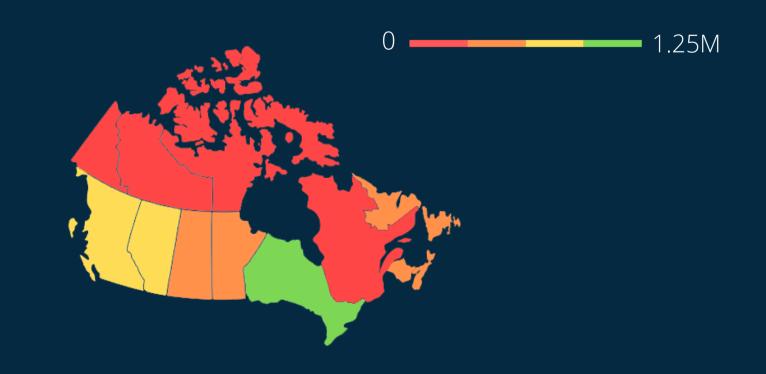
IMPRESSIONS BY AGE



CLICKTHROUGH RATE BY AGE

1.20 1.00 0.80 0.60 CTR 0.40 0.20 0.00 18-24 25-34 35-44 45-54

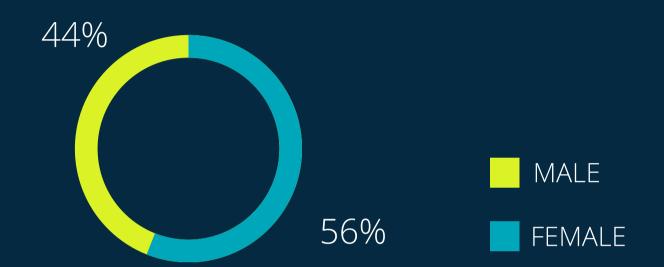




AGE



IMPRESSIONS BY GENDER



IMPRESSIONS BY LOCATION

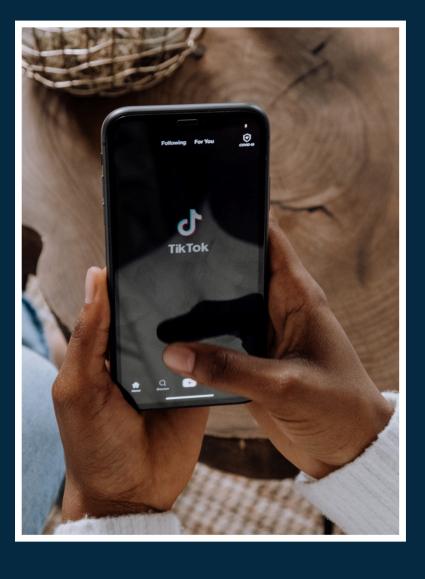
KEY TAKEAWAYS



TikTok is a great platform to leverage when trying to appeal to a **younger** demographic (18 and 34). As such, leveraging **trending lifestyle** and how our products can add value would be beneficial in maximizing our campaigns on TikTok moving forward.

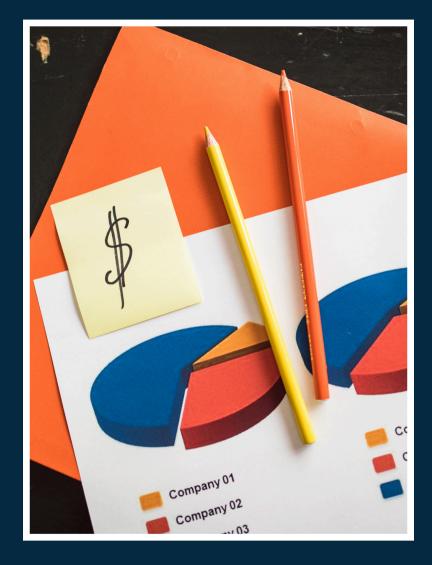


While a younger demographic was reached on this platform through in-feed paid advertising, influencer marketing could be an alternative method which could help in reaching other and more specific audiences, which could help us to appeal to a **more relevant** audience for the products in which we are offering. (Those with relevant conditions or creators focused on topics related to health)



The potential use of a brand account for organic advertising on the platform would be beneficial as **organic traction is much more attainable** through TikTok when

compared to other platforms. Many brands are taking advantage of the TikTok algorithm by following trends and relating them to the products or services they are trying to promote.

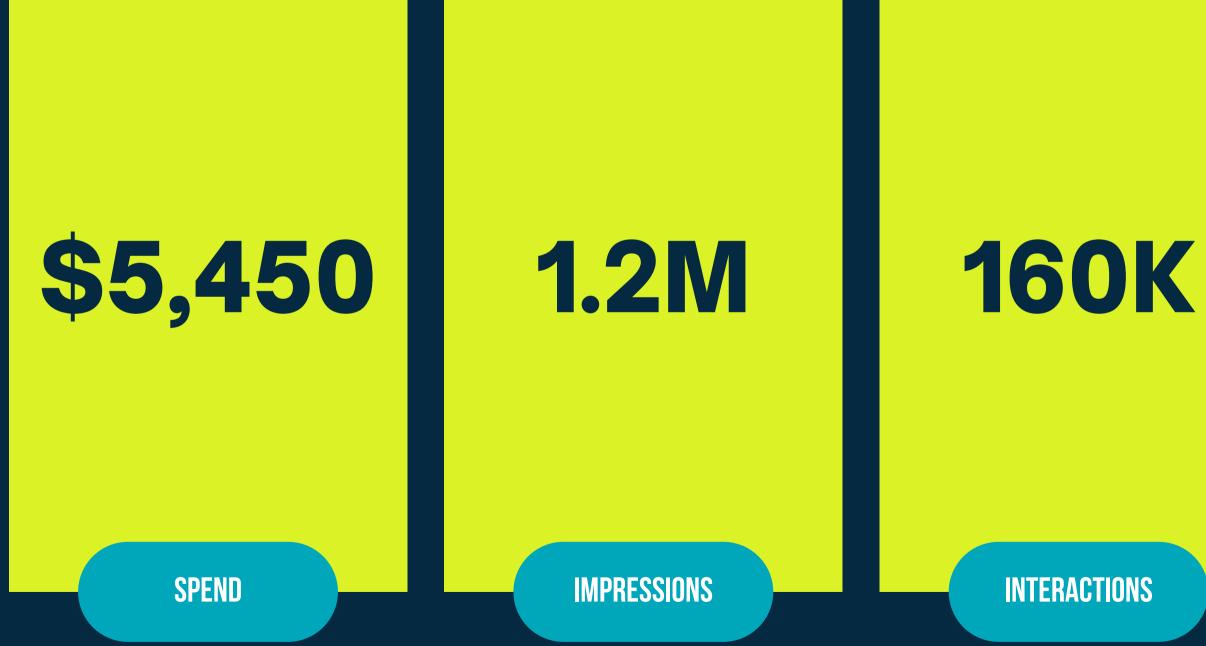


At a high level, TikTok produced great results in comparison to other platforms with respect to **impressions and clicks** for the amount spent. It would be beneficial moving forward to develop a more indepth plan/analysis for future advertising on the platform to minimize restrictions and ensure that the high-level metrics are generating overall conversions, helping to reach company goals.

YOUTUBE | GOOGLE



YOUTUBE/GOOGLE

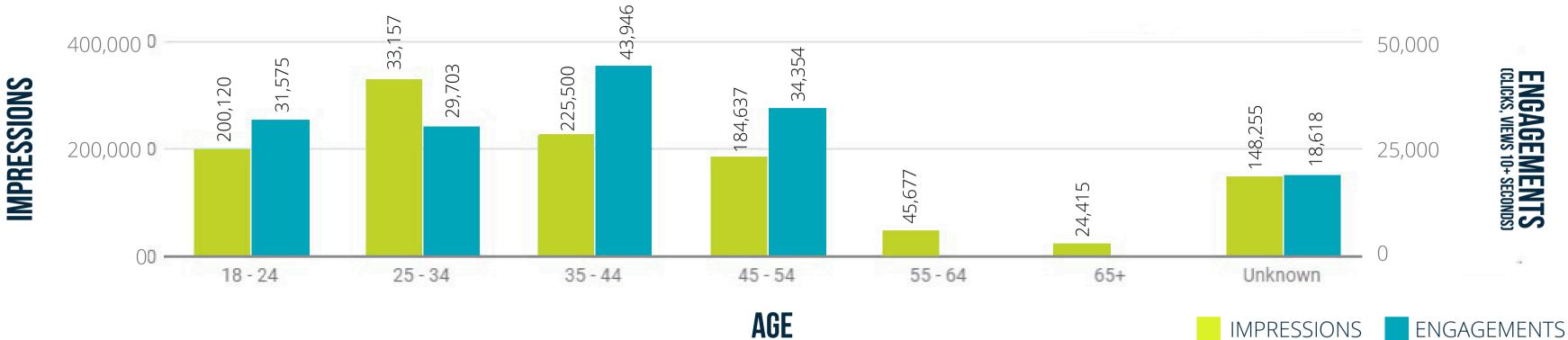


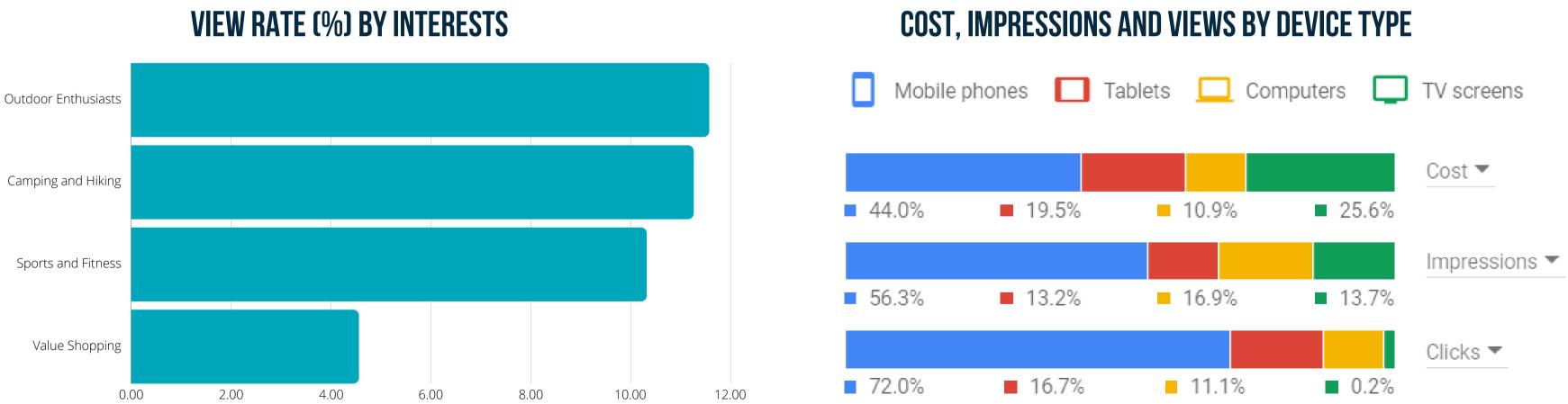


13.7%

INTER. RATE

IMPRESSIONS VS. ENGAGEMENTS BY AGE





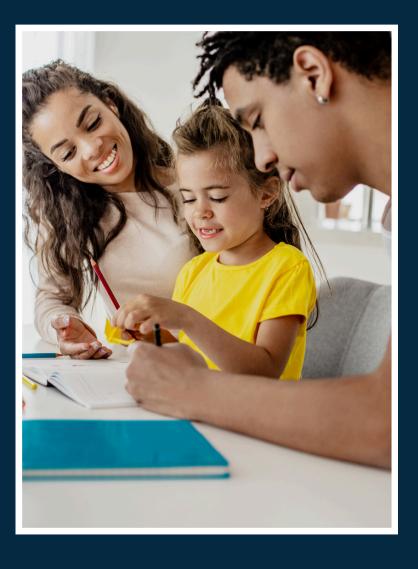
KEY TAKEAWAYS



By advertising through Google's display network and through YouTube's in-feed video advertising, we were able to generate significant impressions for a relatively low cost. However, clicks were significantly reduced when compared to other platforms. For this reason, it might be beneficial in the future to use this platform when our overall goal is gaining awareness.

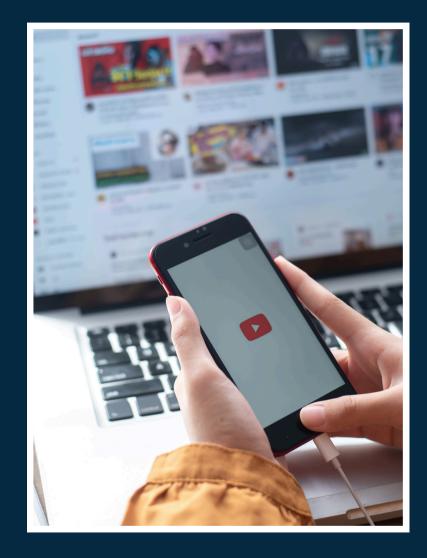


Moving forward, content should remain under the 10s threshold to ensure the entire video can be set to play through without the ability to skip. In addition, a graph on the previous page shows far greater results on mobile devices when compared to others and therefore, a reduction in duration of future assets should best match the consumer shift to mobile devices.



Youtube was successful in appealing to a younger demographic specifically, those within the typical ages of parents with younger children. For this reason, and considering the lack of results for this demographic on platforms like Facebook, it might be beneficial to consider targeting this group through Youtube in future campaigns.





Moving forward on the platform, it might be beneficial to look deeper into the other advertisement types available. There are multiple methods of advertising available on the platform and methods such as the "non-skippable" **option** although more expensive, might be better in the long-run.