

# PROBLEM

Create an online portal to educate potential advertising partners and generate leads for sales people at Ovuline. Maintain the portail design, inline with the current branding.

### By creating a lead generation portal with a higher-lever of detail that the advertiser is

HYPOTHESIS

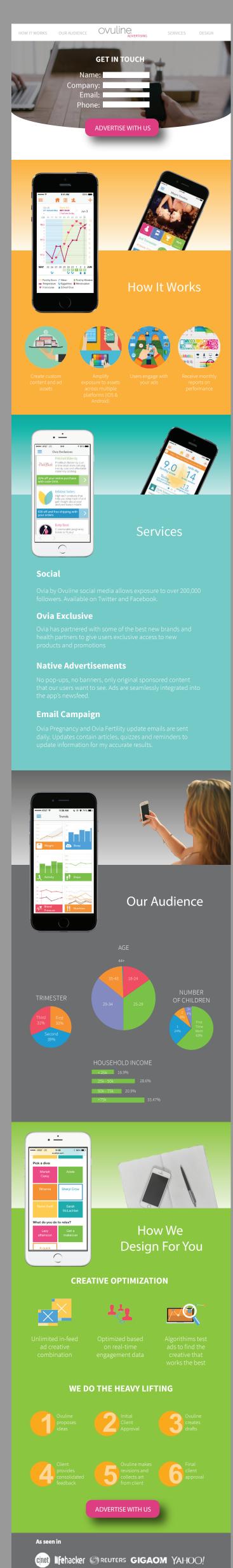
requesting, accompanied by an information page, salespeople at Ovuline will spend less time on the phone with advertisers explaining their offerings and will be able to increase their volume of advertising.

### INFORMATION + LEAD GENERATION

SOLUTION

#### Turn the PowerPoint slides into an information page on the advertising portal. All material

was pulled from the existing branding. Ovuline did not want to make the prices public, which is inline with many companies in the native advertising space. This form give the sales people enough information to understand the customer's need, while maintaining pricing information private.



## ADVERTISER'S REQUEST EXPERIENCE HOW IT WORKS OUR ALDIERICE OVULING SERVICES DESIGN HOW IT WORKS OUR ALDIERICE OVULING.

Chose an app:

regnancy

Select your platform:

iOS

What kind of advertising are you interested in?

(articles)

Product selector:

sales (ads)

WIRED CBS® theguardian

There are two sides of the experience: potential advertiser and Ovuline's sales person.

into the database for the lead generation, should the advertiser drop-off on the first page.

The second page is predominantly a series of buttons, requiring little effort on the part of the advertiseer. The last page is simply confirmation that the request has been sent to Ovuline for

USER EXPERIENCE

We created a design that involved only two stages for the advertiser: an information page and a request page. It is statistically shown that users leave pages the more steps they need to go through, so we minimized the number of pages for the advertisement request. Even within the first page, which only takes name, company, email, and phone, that information populates

f y 0 0

Thanks for your interest!

In the meantime, be sure to download Ovia Fertility and Ovia Pregnancy apps.

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ovuline

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Chose an app:

pregnancy

Select your platform:

iOS

What kind of advertising are you interested in?

(articles)

Product selector:

**Budget:** 

Target audience:

pregnant

other

in third

trimester

(article ads

ovia

exclusives

Monthly Advertising Budget: Start Date for Campaign: End Date for Campaign:

trying

conceive

both

campaign

fertility

android

sales

native ads)

NOTIFICATION MANAGER

ALL QUOTES

TE TechCrunch

review.

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ovuline

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NOTIFICATION MANAGER

SHOW

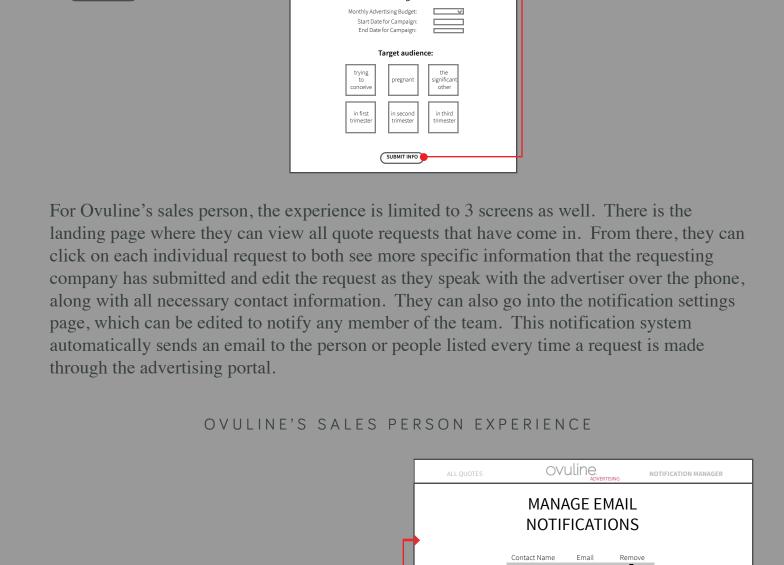
ALL QUOTES

Julia Feld Julia Feld

Julia Feld

Julia Feld

Name: Company:





ABOUT THE COMPANY

Ovuline uses data to help start families. Ovuline uses machine-learning, big data, wearable devices and clinical guidelines to guide women through the fertility process and provide

personalized health advice and safety monitoring during pregnancy. Ovuline wants to take on

the burden of analyzing health data for their users and help them make some of the most

important decisions in their life.