

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.

requesting, accompanied by an information page, salespeople at Ovuline will spend less time

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

HYPOTHESIS

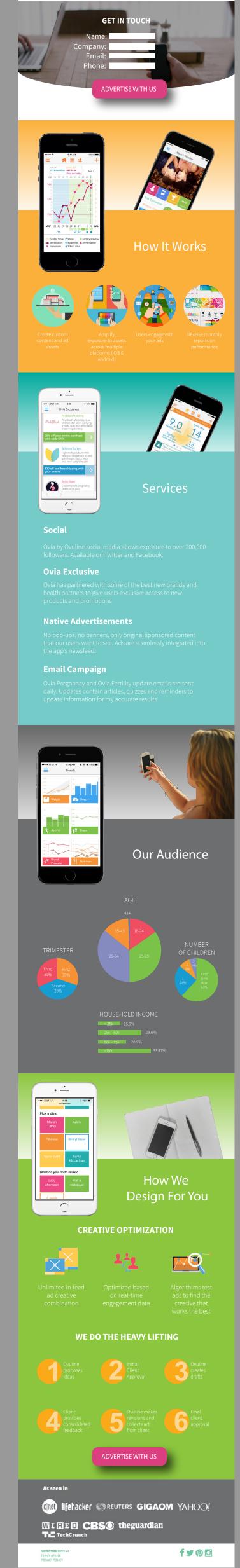
on the phone with advertisers explaining their offerings and will be able to increase their volume of advertising.

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. HOW IT WORKS OUR AUDIENCE OVULINE SERVICES DESIGN



Chose an app:

regnancy

Select your platform:

iOS

What kind of advertising are you interested in?

(articles)

Product selector:

Target audience:

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

sales (ads)

Thanks for your interest!

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

ADVERTISER'S REQUEST EXPERIENCE

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

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.

review.

GET IN TOUCH

ADVERTISE WITH US

ovuline

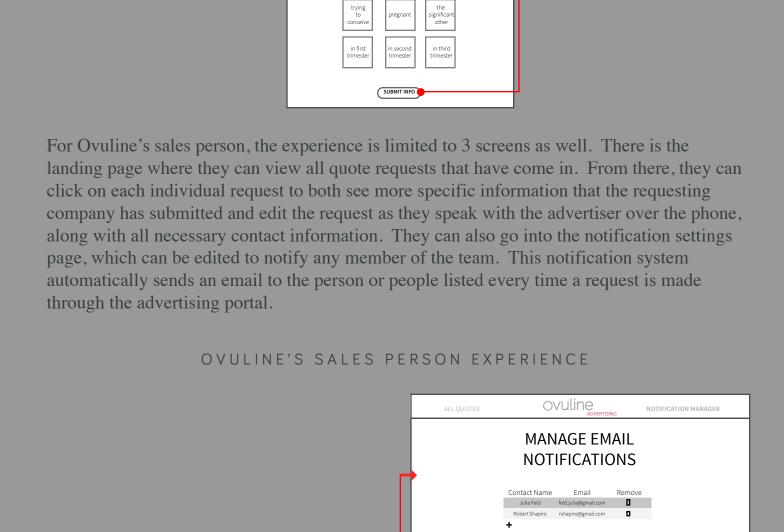
important decisions in their life.

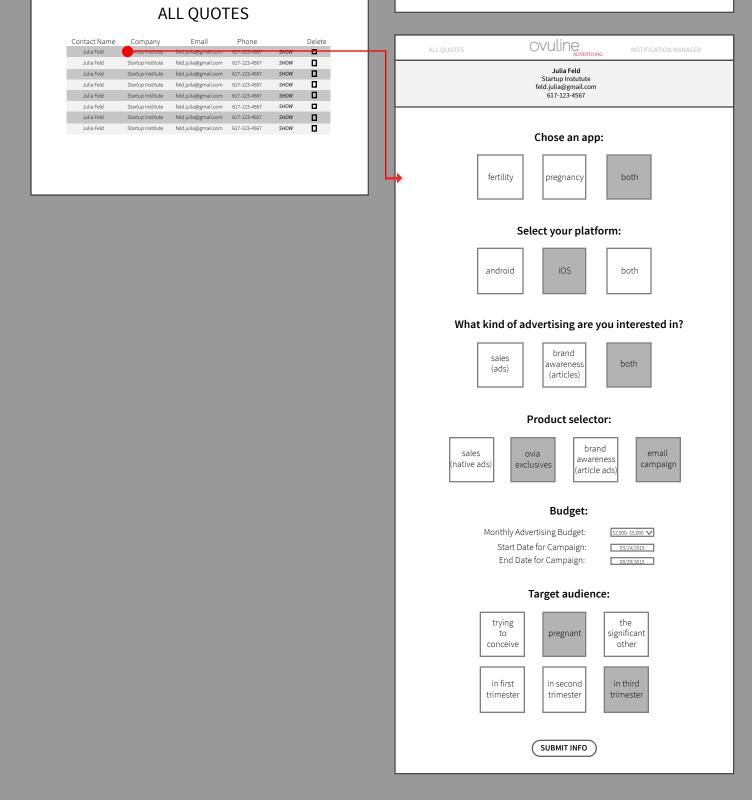
NOTIFICATION MANAGER

ALL QUOTES

Name: Company:

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





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