



# OVULINE

## PROBLEM

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

## HYPOTHESIS

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

## SOLUTION

### INFORMATION + LEAD GENERATION

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 WORKSOUR AUDIENCEovulineADVERTISINGSERVICESDESIGN

GET IN TOUCH

Name:

Company:

Email:

Phone:

ADVERTISE WITH US

How It Works

Create custom content and ad assets

Amplify exposure to assets across multiple platforms (iOS & Android)

Users engage with your ads

Receive monthly reports on performance

Services

**Social**

Ovula by Ovuline social media allows exposure to over 200,000 followers. Available on Twitter and Facebook.

**Ovula Exclusive**

Ovula has partnered with some of the best new brands and health partners to give users exclusive access to new products and promotions

**Native Advertisements**

No pop-ups, no banners, only original sponsored content that our users want to see. Ads are seamlessly integrated into the app's newsfeed.

**Email Campaign**

Ovula Pregnancy and Ovula Fertility update emails are sent daily. Updates contain articles, quizzes and reminders to update information for my accurate results.

Our Audience

**TRIMESTER**

First 26%

Second 29%

Third 45%

**AGE**

18-34 25.2%

35-43 29.3%

44+ 45.5%

**HOUSEHOLD INCOME**

\$25k 16.9%

25k-50k 28.6%

50k-75k 20.9%

>75k 33.47%

**NUMBER OF CHILDREN**

First Time 63%

1-2 24%

3+ 13%

How We Design For You

**CREATIVE OPTIMIZATION**

Unlimited in-feed ad creative combination

Optimized based on real-time engagement data

Algorithms test ads to find the creative that works the best

**WE DO THE HEAVY LIFTING**

1 Ovuline proposes ideas

2 Initial Client Approval

3 Ovuline creates drafts

4 Client provides consolidated feedback

5 Ovuline makes revision and collects art from client

6 Final client approval

ADVERTISE WITH US

As seen in

ADVERTISE WITH US

TERMS OF USE

PRIVACY POLICY

## USER EXPERIENCE

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

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 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 advertiser. The last page is simply confirmation that the request has been sent to Ovuline for review.

### ADVERTISER'S REQUEST EXPERIENCE

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For Ovuline's sales person, the experience is limited to 3 screens as well. There is the landing page where they can view all quote requests that have come in. From there, they can click on each individual request to both see more specific information that the requesting company has submitted and edit the request as they speak with the advertiser over the phone, along with all necessary contact information. They can also go into the notification settings page, which can be edited to notify any member of the team. This notification system automatically sends an email to the person or people listed every time a request is made through the advertising portal.

### OVULINE'S SALES PERSON EXPERIENCE

ALL QUOTESovulineADVERTISINGNOTIFICATION MANAGER

MANAGE EMAIL NOTIFICATIONS

Contact Name

Company

Email

Remove

Julia Feld

Startup Institute

feld.julia@gmail.com

☐

Robert Shapiro

rs Shapiro@gmail.com

☐

+

ALL QUOTESovulineADVERTISINGNOTIFICATION MANAGER

Chose an app:

fertility

pregnancy

both

**Select your platform:**

android

ios

both

**What kind of advertising are you interested in?**

sales (ads)

brand awareness (articles)

both

**Product selector:**

sales (native ads)

ovula exclusives

brand awareness (article ads)

email campaign

**Budget:**

Monthly Advertising Budget:

Start Date for Campaign:

End Date for Campaign:

**Target audience:**

trying to conceive

pregnant

the significant other

in first trimester

in second trimester

in third trimester

SUBMIT INFO

ALL QUOTESovulineADVERTISINGNOTIFICATION MANAGER

ALL QUOTES

Contact Name	Company	Email	Phone	Delete
Julia Feld	Startup Institute	feld.julia@gmail.com	617-123-4567	SHOW
Julia Feld	Startup Institute	feld.julia@gmail.com	617-123-4567	SHOW
Julia Feld	Startup Institute	feld.julia@gmail.com	617-123-4567	SHOW
Julia Feld	Startup Institute	feld.julia@gmail.com	617-123-4567	SHOW
Julia Feld	Startup Institute	feld.julia@gmail.com	617-123-4567	SHOW
Julia Feld	Startup Institute	feld.julia@gmail.com	617-123-4567	SHOW

Chose an app:

fertility

pregnancy

both

**Select your platform:**

android

ios

both

**What kind of advertising are you interested in?**

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**Product selector:**

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ovula exclusives

brand awareness (article ads)

email campaign

**Budget:**

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**Target audience:**

trying to conceive

pregnant

the significant other

in first trimester

in second trimester

in third trimester

SUBMIT INFO

## 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.