ResMed

EasyCare Online 1.0 Release

Results

RESMED

Goal and Call to Action

- Goal – Introduce and generate interest in ResMed's new compliance management solution while building a database of interested customers and prospects

- Call to action – Register for more information on EasyCare Online to receive a Skinit discount equal to a free smartphone skin and enter to win an iPad or one of five iPod Touches
  - Free skin leveraged our relationship with Skinit as well as provided a cross-promotional opportunity for our S9 device skins

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Campaign Tactics

- The following promotional pieces and sales tools were given specific tracking urls and a landing page was developed to track the results
    - Print ads: HME News, HME Business, Sleep Review, Medtrade directory, SLEEP directory
    - ResMed emails: SFDC, optin
    - Rental emails: HME News, HME Business, Sleep Review
    - Online ads: LinkedIn
    - Press release: PR Newswire, Cision trade publication list
    - Give-away: USB drive

- Printed pieces were tracked through usage
    - Brochure
    - Report guide
    - Setup guide (Sydney technical communications)
    - Data accessories guide (pdf only)

- Digital sales and education tools were provided
    - External video (Sydney marketing communications)
    - iPad presentation
    - Updates to data pages on ResMed.com
    - Update to homepage banner on ResMed.com
    - eLearning module (Learning Center)
    - Updates to eMarketing (US product and marketing communications)

- Sales/employee education tools were created
    - Internal video (Europe marketing communications)
    - Sales rep welcome and supply kits
    - Corporate office hallway presentation
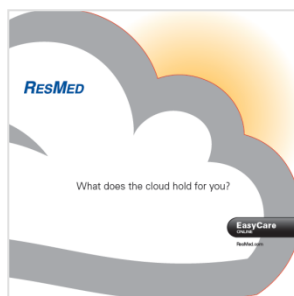   - Internal email

Campaign Tactics
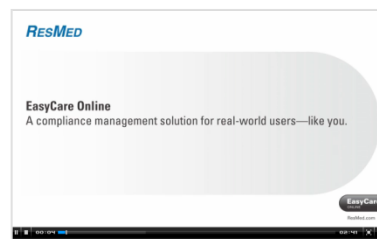

Print ads

Collateral
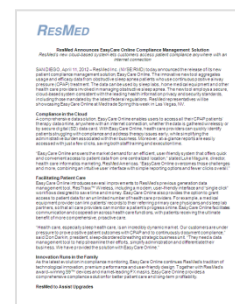

External video

Press release
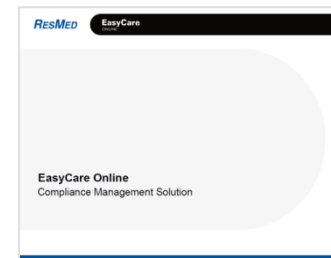
iPad presentation

Hallway presentation

Sales welcome kit

Give-away

Emails
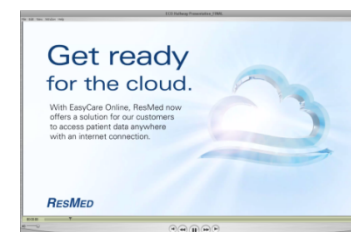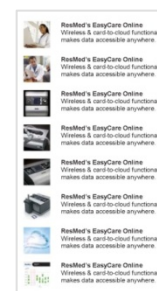
LinkedIn ads
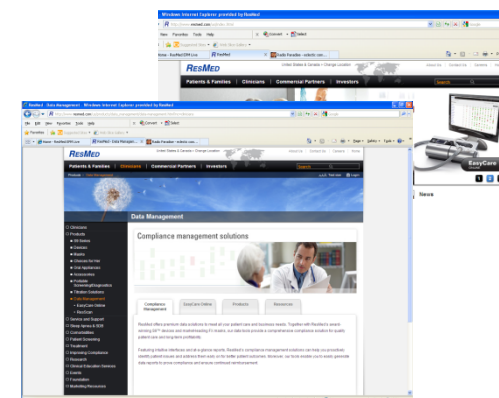
ResMed.com

Not pictured: eLearning module, eMarketing updates, internal video

Overall Results

Impress.	Cost	$/Impress.	Opens	Click Throughs	Click Through Rate	$/Click	Reg.	Reg. Rate	$/Reg.
194,871	$99,288	$0.51	12,275	2,188	1.12%	$45.38	1,177	54%	$84.36

Only track-able external launch promotions are included in the above.

Results by Media Type

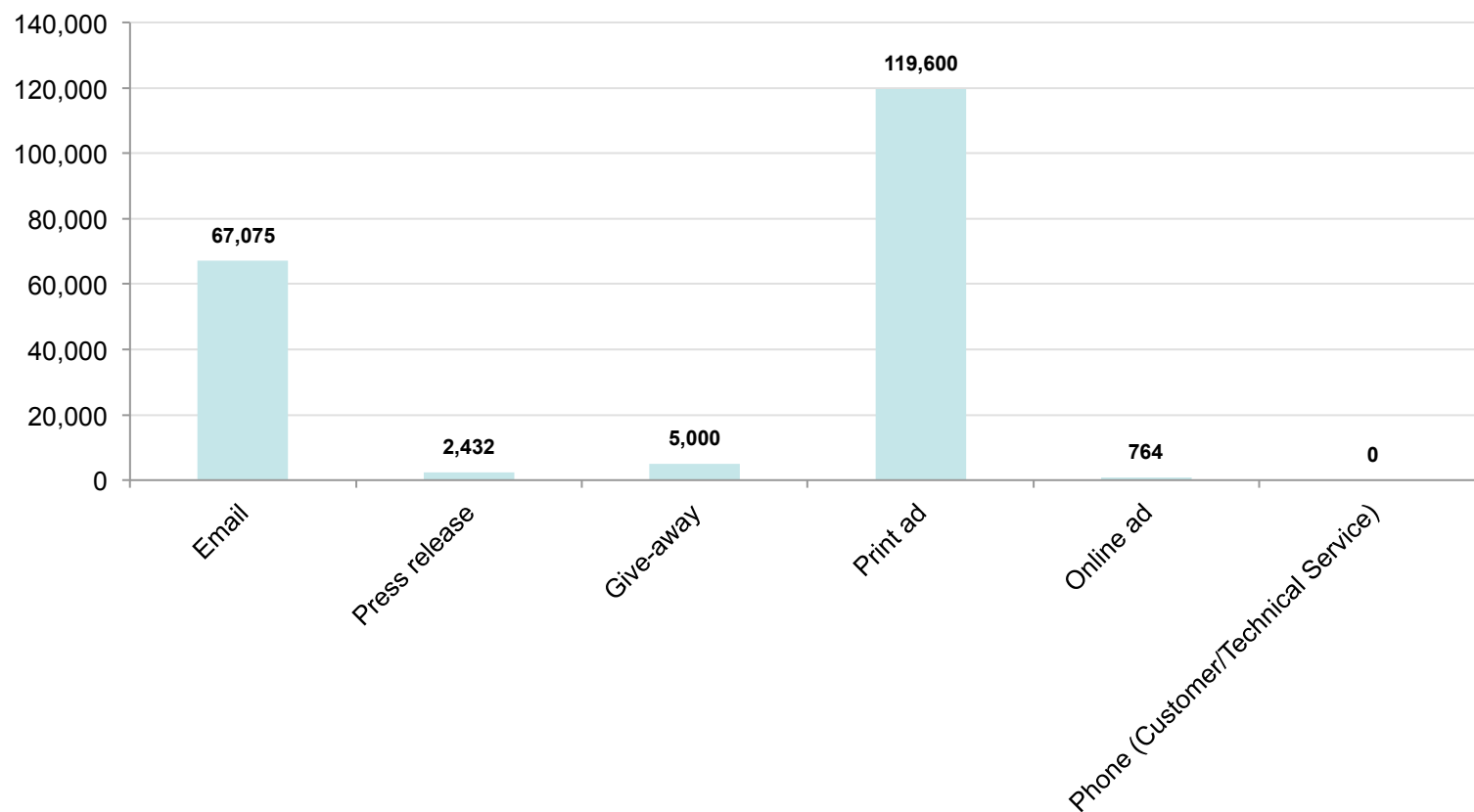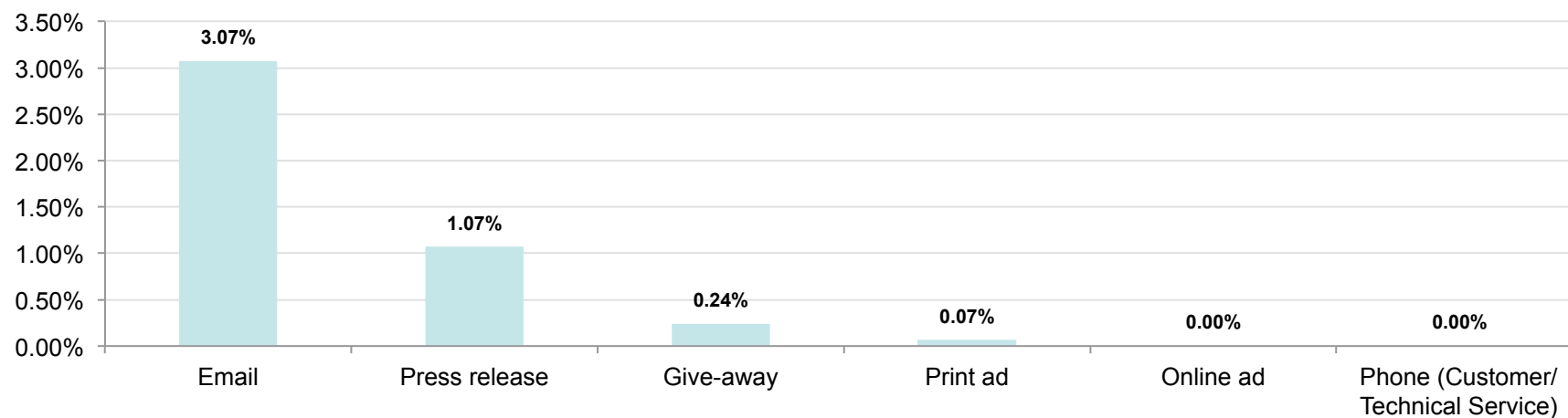| Tactic Category	Impress.	Cost	$/Impress.	Opens	Click Throughs	Click Through Rate	$/Click	Reg.	Reg. Rate	$/Reg.
Email	67,075	$14,631	$0.22	12,275	2,059	3.07%	$7.11	1,120	54%	$13.06
Press release	2,432	$0	$0.00	na	26	1.07%	$0.00	18	69%	$0.00
Give-away	5,000	$57,400	$11.48	na	12	0.24%	$4,783.33	5	42%	$11,480.00
Print ad	119,600	$27,257	$0.23	na	78	0.07%	$349.45	27	35%	$1,009.52
Online ad	764	$0	$0.00	na	0	0.00%	$0.00	0	na	na
Phone (Customer/Technical Servic	unknown	$0	$0.00	na	13	na	$0.00	7	54%	$0.00
Total	194,871	$99,288	$0.51	12,275	2,188	1.12%	$45.38	1,177	54%	$84.36

- Email was most successful in terms of CTR
  - SFDC and ResMed opt-in emails were most successful of all emails, as expected
  - Open rates ranged from 26% (optin lists) to 14% (Sleep Review)
- Press release was distributed nationally via PR Newswire and through Cision trade publication list and provided solid results with zero cost as it was covered under our existing contracts
- Give-away generated a few click throughs and registrations though costs were very high
- Print ads actually had a decent response rate considering they are mainly used to increase awareness
- LinkedIn ads did not generate any click-throughs, but did not cost anything either
  - It's unlikely that we'll use this tactic in future launches

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Impressions

Click Through Rate

	3.50%					
3.07%						
	3.00%					
	2.50%					
	2.00%					
	1.50%					
	1.00%	1.07%				
	0.50%		0.24%	0.07%	0.00%	0.00%
	0.00%					
	Email	Press release	Give-away	Print ad	Online ad	Phone (Customer/ Technical Service)

Click Throughs

	2,500					
2,059						
	2,000					
	1,500					
	1,000					
	500	26	12	78	0	13
	0					
	Email	Press release	Give-away	Print ad	Online ad	Phone (Customer/ Technical Service)

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RESMED

Registration Rate

Category	Rate
Email	54%
Press release	69%
Give-away	42%
Print ad	35%
Online ad	0%
Phone (Customer/Technical Service)	54%

Registrations

Category	Count
Email	1,120
Press release	18
Give-away	5
Print ad	27
Online ad	0
Phone (Customer/Technical Service)	7

Detailed Results

Tactic	Category	Impress.	Cost	$/Impress.	Opens	Click Throughs	Click Through Rate	$/Click	Reg.	Reg. Rate	$/Reg.
SFDC email (launch only)	email	3,044	$0	$0.00	na	317	10.41%	$0	157	50%	$0.00
ResMed Opt-in List email (launch and two reminders)	email	18,357	$0	$0.00	4,743	1,118	6.09%	$0	690	62%	$0.00
HME Business email (launch and one reminder)	email	19,338	$8,156	$0.42	3,622	336	1.74%	$24	156	46%	$52.28
Sleep Review email (launch and one reminder)	email	20,374	$3,500	$0.17	2,944	243	1.19%	$14	109	45%	$32.11
Press release	press release	2,432	$0	$0.00	na	26	1.07%	$0	18	69%	$0.00
HME News email (launch and one reminder)	email	5,962	$2,975	$0.50	966	45	0.75%	$66	8	18%	$371.88
USB drive give-away	give-away	5,000	$57,400	$11.48	na	12	0.24%	$4,783	5	42%	$11,480.00
Sleep directory print ad	print ad	5,500	$3,360	$0.61	na	13	0.24%	$258	3	23%	$1,120.00
HME News print ad (May and June issues)	print ad	34,000	$9,529	$0.28	na	27	0.08%	$353	10	37%	$952.90
HME Business print ad (May and June issues)	print ad	34,600	$5,800	$0.17	na	18	0.05%	$322	5	28%	$1,160.00
Sleep Review print ad (May and June issues)	print ad	41,000	$8,568	$0.21	na	20	0.05%	$428	9	45%	$952.00
LinkedIn ads	online ad	764	$0	$0.00	na	0	0.00%	na	0	na	na
Medtrade directory print ad ($ included in tradeshow budget)	print ad	4,500	$0	$0.00	na	0	0.00%	na	0	na	na
CustomerTechnical Service	phone	unknown	$0	$0.00	na	13	na	$0	7	54%	$0.00
Total		194,871	$99,288	$0.51	12,275	2,188	1.12%	$45.38	1,177	54%	$84.36

Click Through Rate

Channel	Rate
SFDC email	10.41%
ResMed Opt-in List	6.09%
HME Business email	1.74%
Sleep Review email	1.19%
Press release	1.07%
HME News email	0.75%
USB drive give-away	0.24%
Sleep directory print	0.24%
HME News print ad	0.08%
HME Business print	0.05%
Sleep Review print ad	0.05%
LinkedIn ads	0.00%
Medtrade directory	0.00%
CustomerTechnical	0.00%

Click Throughs

Channel	Count
SFDC email	317
ResMed Opt-in List	1,118
HME Business email	336
Sleep Review email	243
Press release	26
HME News email	45
USB drive give-away	12
Sleep directory print ad	13
HME News print ad	27
HME Business print ad	18
Sleep review print ad	20
LinkedIn ads	0
Medtrade directory print	0
CustomerTechnical	13

Registration Rate

Source	Rate
SFDC email	50%
ResMed Opt-in List email	62%
HME Business email	46%
Sleep Review email	45%
Press release	69%
HME News email	18%
USB drive give-away	42%
Sleep directory print ad	23%
HME News print ad	37%
HME Business print ad	28%
Sleep Review print ad	45%
LinkedIn ads	0%
Medtrade directory print ad	0%
CustomerTechnical Service	54%

Registrations

Source	Registrations
SFDC email	157
ResMed Opt-in List email	690
HME Business email	156
Sleep Review email	109
Press release	18
HME News email	8
USB drive give-away	5
Sleep directory print ad	3
HME News print ad	10
HME Business print ad	5
Sleep Review print ad	9
LinkedIn ads	0
Medtrade directory print ad	0
CustomerTechnical Service	7

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Detailed Results – Printed & Inventoried Materials

Inventoried Print Piece	Category	Original Inventory Quantity	Usage	% Used	Original Print Cost*
Report Guide	print	1,000	3,145	315%	$450
Brochure	print	2,000	2,919	146%	$1,550
Setup guide	print	2,000	2,660	133%	$2,060
Data accessories guide	pdf only	n/a	n/a	n/a	$0
Total		5,000	8,724	174%	$4,060

- Costs provided are for the original launch print quantity that was sent to inventory only.
- Usage is as of 7/17 to illustrate demand since launch.

Detailed Results – Vanity URL v. QR Codes

Vanity URL v. QR Codes	Category	Total Click throughs	Click Throughs	% of Click Throughs	Total Reg.	Reg.	% of Reg.
HME Business QR Code	QR code	18	8	44%	5	1	20%
HME Business vanity URL	vanity URL		10	56%		4	80%
HME News QR Code	QR code	27	7	26%	10	2	20%
HME News vanity URL	vanity URL		20	74%		8	80%
Sleep Review QR Code	QR code	20	11	55%	9	3	33%
Sleep Review vanity url	vanity URL		9	45%		6	67%

QR Codes		65	26	40%	24	6	25%
Vanity URLs			39	60%		18	75%

- HME News audience appears to be slightly less tech savvy in that it produced the fewest QR code click throughs
- HME Business & Sleep Review had almost equal response from both vanity urls and QR codes
- Overall vanity urls had higher click through rates
- Overall vanity urls garnered more registrations. Perhaps QR codes were seen as more of a novelty rather than a means to register? Perhaps our registration page wasn't particularly mobile friendly?

Costs

Tactic Category	Cost	$/Impress.	$/Click	$/Reg.
Email	$14,631	$0.22	$7.11	$13.06
Press release	$0	$0.00	$0.00	$0.00
Give-away	$57,400	$11.48	$4,783.33	$11,480.00
Print ad	$27,257	$0.23	$349.45	$1,009.52
Online ad	$0	$0.00	$0.00	na
Phone (Customer/Technical Servic	$0	$0.00	$0.00	$0.00
Total	$99,288	$0.51	$45.38	$84.36

- Only external launch promotions are included in the above, ie. no print costs are included
- External video costs were covered under Sydney budget
- Cost of skin discounts and prizes are not included in the above

Results Comparison

	ECO 1.0	NIV Campaign (2011)	Climate Control (2011)
Impressions	194,871	33,122	162,174
Click throughs	2,188	704	2,720
Registrations	1,177	261	1,236
Click through rate	1.12%	2.13%	1.68%
Registration rate (% of click throughs)	54%	37%	45%
Total cost	$99,288	$13,852	$38,190
Cost per impression	$0.51	$0.42	$0.24
Cost per click	$45.38	$19.68	$14.04
Cost per registration	$84.36	$53.07	$30.90
CTA	Register for more information, receive a free Skin and enter to win an iPad or iPod Touch.	Request an NIV information packet.	Learn more about Climate Control and enter to win.
Offer	Skin discount, iPad, iPod Touch	Information packet	4 $500 gift cards, free ClimateLine Tube.

What Worked and Recommendations for Improvement

- Overall, this was a successful campaign though click through rates were lower than other recent campaigns
- Emails are the most cost effective way to reach customers
- As expected, print ads are best for increasing awareness, not so much for generating registrations
- The press release is a solid launch tactic that increases awareness and generates registrations
    - Be sure the live link is to the landing page, not to ResMed.com
- LinkedIn ads no longer need to be part of future campaigns, as they aren't successful in terms of generation registrations
- The give-away was expensive, but we know that going in and didn't expect it to generate many click-throughs or registrations
    - Though popular, the custom USB drive is really too expensive for future launches
    - The vanity url on the USB drives needs to be of a more legible size
- The offer appears to have worked in terms of generating interest, click-throughs and registrations.
    - In the future, we might consider saving some money by limiting it to one grand prize (iPad)
    - It's unlikely that the second prizes (iPod Touches) generated many additional registrations
- Please note: We are awaiting the results of a small email survey of 750 HME News subscribers. Results will be shared separately. Please see final page of this presentation for questions
- As requested in several past campaigns, can we enter registrations as leads in SFDC for the correct TM?
    - Sales Ops has this Silverpop integration as one of their long-term goals for SFDC

ResMed

- What is the response from the sales team?
  - Generally good with the following specific requests:
    - Clarify copy on the landing page so that visitors know they are registering for more information on ECO, not for an ECO account
    - Clarify what a skin is and that the discount is only for the skin, not the device
- Can you share data on number of users registered for ECO?
  - ~450 accounts have been created since launch, a solid start
  - ResTraxx had only ~600 accounts total
- Other questions? Concerns?
  - 34 reps used the SFDC email
  - Of the 1,177 skin discount codes downloaded, 248 were redeemed as of 6/28/2012
    - Codes currently have an expiration date of 4/30/2013. If we need to extend it, we simply need to make the request to Skinit

HME News Email Survey - Questions

- What compliance management tool do you currently use?
  - EncoreAnywhere
  - EasyCare Online
  - InfoSmart
  - ResScan
  - We do not use a compliance management tool.
  - Other (please specify)
- How satisfied are you with your current compliance management tool?
  - Very dissatisfied
  - Somewhat dissatisfied
  - Neither satisfied nor dissatisfied
  - Somewhat satisfied
  - Very satisfied
- Please rank the following compliance tracking features in terms of importance to you:
  - Convenient workflows
  - User-friendly interface
  - Customizable reports
  - Ability to share data with other health care providers (eg, sleep lab, primary care physician, etc)
  - Wireless monitoring capabilities
  - Both card and wireless functionality
  - Remote settings adjustment

- Are you aware of ResMed's EasyCare Online Compliance Management Solution?
- If yes, how did you hear about it?
  - Email from ResMed Marketing
  - Verbally informed by ResMed representative
  - Print ad
  - Online ad
  - LinkedIn ad
  - Friend or colleague
  - Medtrade
  - Other
  - If you selected Other, please specify: [box]
- What is your role at your organization?
  - Owner/President
  - VP/General Manager/Director
  - HME Manager
  - HME Buyer/Assistant Buyer
  - Account Manager/Exec; Sales
  - Pharmacist/Pharmacy Manager
  - Clinician/Medical Professional (including Respiratory, Rehabilitation, Occupational Therapist, Case Manager)
  - Other
  - If you selected other, please specify: [box]