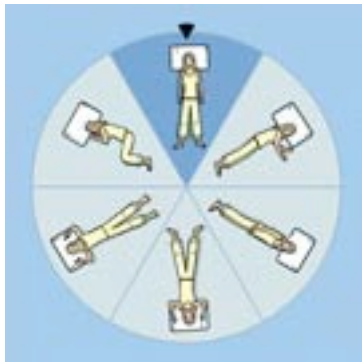


# e-tractions Case Study

## LUNESTA

### About e-tractions

e-tractions is a web-based marketing solutions provider that allows corporate marketers to develop, implement and optimize innovative online marketing campaigns. Through its comprehensive suite of analytics and reporting tools, and award-winning creative, the e-tractions solution (powered by EnterAct™) enables continuous campaign measurement and optimization ensuring a rapid and quantifiable return on investment. Companies who have taken advantage of winning online solutions from e-tractions include BearingPoint, HP, Progress Software and Sepracor. Founded in 1999, e-tractions is a privately held company.



LUNESTA Sleep Wheel



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### THE BRAND: LUNESTA

LUNESTA (eszopiclone) is a prescription sleep aid and was launched in 2005. While the market for sleep aids is large, it is a very crowded field with several leading prescription sleep aids, OTC sleep aids and home remedies competing for market share.

### THE CHALLENGE

The challenge for e-tractions and the LUNESTA brand team was to create a successful launch in a crowded category, and maintain persistency with consumers who became patients.

### THE SOLUTION

e-tractions worked with the LUNESTA brand team on a multi-layered, multi-phased online marketing campaign designed to create awareness, stimulate conversion and maintain persistency through relationship marketing. Campaign elements were tracked and measured using EnterAct™, the e-tractions technology platform. The resulting analytics allowed e-tractions to optimize media and messaging for maximum efficiency.

e-tractions is proud to continue to play a role in one of the most successful pharmaceutical launches in history.

### KEY PROGRAM FEATURES

e-tractions seeded the market prior to launch with the unbranded site: getsomesleep.com. Registration on this site allowed prospective patients to opt-in and receive additional information and offers related to product launch. The registration form gave LUNESTA the opportunity to gather profile information and build a database of opt-in subscribers. At the time of launch, LUNESTA had 25,000 registered users with profiles on gender, income and insomnia symptoms.

With the launch of LUNESTA, e-tractions deployed multiple online media designed to build the opt-in database and support the offline awareness campaign. The online media mix included co-registration, banner advertising and search. Email was used to gather additional demographic, psychographic and behavioral data from opt-in registrants.

By the end of the launch year, LUNESTA enjoyed over one million opt-in registrants in the database. The online marketing efforts delivered a significant lift in awareness, especially on specific brand attributes.

The online marketing goal for LUNESTA in the following year was to harvest the database. e-tractions developed an alternating strategy of fun/sell to engage registrants with a series of relationship marketing emails. The *fun* strategy was a short interactive game designed to engage as well as inform. The *sell* was typically an economic incentive in the form of a coupon. At the end of the second calendar year, the LUNESTA database held almost two million opt-in registrants. The ongoing relationship marketing email campaign enjoys lower unsubscribe rates and higher open and click-through rates than the industry average.

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