

e-tractions Case Study

TESTIM

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.



TESTIM Fact or Fiction



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THE BRAND: TESTIM

TESTIM, manufactured and marketed by Auxilium, is a prescription medicine used to treat hypogonadism, a medical condition that occurs when the body does not make enough testosterone. There are an estimated five million American men living with symptoms of low testosterone.

THE CHALLENGE

The challenge for e-tractions and the TESTIM brand team was to increase overall brand awareness. Testosterone replacement therapy is a category with very low awareness and there had been no significant investment by TESTIM or its competitor, AndroGel®.

THE SOLUTION

The TESTIM brand team turned to e-tractions to develop and manage an online marketing campaign designed to create awareness of TESTIM and stimulate demand for the product. Campaign elements were tracked and measured using EnterAct™, the e-tractions technology platform.

KEY PROGRAM FEATURES

The program components developed by e-tractions included:

- Co-registration
- An engaging interactive
- Relationship marketing emails

There were four objectives for the campaign. The first was to drive traffic to www.testim.com in order to create greater awareness and understanding of hypogonadism and TESTIM in particular. The second was to encourage registrants to download a rebate coupon to stimulate demand. The third was to collect names and email addresses of registrants so that TESTIM could communicate with registrants through permission-based emails on a regular basis. And lastly, the goal was to use the registration as a means to better understand the demographic and behavioral profile of potential TESTIM patients. e-tractions developed an informative and engaging game, "Fact or Fiction", designed to provide people with a better understanding of hypogonadism and TESTIM as a possible therapy.

RESULTS

The nine-month online marketing campaign generated a database of over 260,000 names and email addresses of men who gave permission for TESTIM to communicate with them via email. Both traffic to testim.com and registrations on the site increased significantly, with more than 30% of those who responded to the online advertising downloading a TESTIM rebate offer.

Emails segmented by condition, such as erectile dysfunction and type 2 diabetes, enjoyed open rates averaging more than 6%, a strong performance as compared to industry norms.

As important as the strong open rates, TESTIM gathered valuable data to assist future marketing efforts. Based on registration information, the average age of prospects was 10 years younger than TESTIM had originally projected and over 60% of registrants claimed to have type 2 diabetes.

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