

## PersonalizeHemA Digital Marketing Campaign

The objective of this campaign is to inform and inspire people with hemophilia A, their families, and their caregivers to access the full spectrum of valuable personalization resources available throughout the PersonalizeHemA Ecosystem. This is accomplished through search engine marketing and Google AdWords, Google Display Ads and with social engagement on Facebook and Instagram.

This consumer campaign was complimented by a targeted HCP email campaign to help build awareness.

Creative for the digital and social ads encompass the diverse range of people living with hemophilia A as well as their unique daily lifestyles and activity levels.

Effective daily ad management has led to click-through rates (CTR) that consistently surpass industry benchmarks:

- Average CTR Search – 4.16% (27% higher than the industry benchmark for healthcare of 3.27%)
- AVG CTR Facebook: 1.62% (95% higher than industry benchmark of 0.83%)

Reaching the conclusion of Phase I, the digital and social marketing campaigns will focus next on tailored resources such as the self-assessment tool and expert advice.

Ad campaign:

<https://renegadedigital.box.com/v/pha-skuy-submission>

Password: PersonalizeHemA