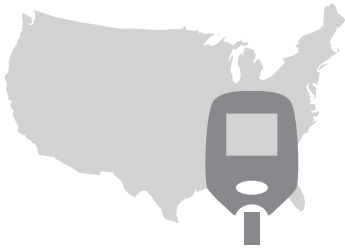


DIABETES

MARKET RESEARCH STUDY

**LIQUID GRIDS INITIATED
AND COMPLETED A PATIENT
RECRUITMENT DRIVE FOR DIABETES
IN LESS THAN 24 HOURS**





Diabetes (also known as diabetes mellitus) is a condition where the body either cannot make or use insulin properly. Diabetes is characterized by high blood glucose, and the most typical type is Diabetes II. The disease is extremely common in the United States, with over 20+ million people diagnosed.



GOAL OF STUDY

TO RECRUIT AND PREQUALIFY
TYPE-II DIABETIC PATIENTS

329,193



Targeted
Impressions



100%

Of Target Quota
Achieved



THE RESULT

97%

of people that clicked on
Liquid Grids' ads went
on to meet the
criteria of the study.



100%

Incidence Rate
 (the frequency with which a qualified respondent agrees and completes a survey)



5%

Dropout Rate

With 329,193 impressions targeted to Diabetics and an average click-through-rate of 0.07% across two advertising campaigns, Liquid Grids™ was able to meet 100% of the quota needed for this survey.

97% of the people that clicked on Liquid Grids' ad campaigns and came to the survey met the criteria of the study, demonstrating and validating the effectiveness of our Direct to Persona® marketing platform.

CAMPAIGN 1



DURATION
9/26 4:15PM
9/27 3:10PM



IMPRESSIONS
174,878

CAMPAIGN 2



DURATION
9/26 5:00PM
9/27 3:10PM



IMPRESSIONS
154,315