

# Digital Convo



# Case Study:

CLARIFI ASD™



# The Backstory:

Quadrant Biosciences approached us in the spring of 2018, looking to preemptively market Clarifi ASD, the world's first saliva test for autism. They wanted to build two audiences: pediatric physicians and affluent parents of young children before the release of their test.

## THE PROBLEM?

After an unforeseen delay, Quadrant wasn't able to release their saliva test until late 2019. They needed to captivate new audience members and build their following for a huge release, while simultaneously maintaining captive audience engagement.

## THE SOLUTION?

The digital campaign for Clarifi ASD was comprised of a few components. One, finding the best way to target health care providers (HCPs). Two, reaching the right demographic of parents based on location, interests, behavior, age of children, and family income. And three, keeping the audiences engaged awaiting the launch of this groundbreaking test.

For two years, we successfully reached HCPs and parents where they spend time online, generating a robust list of thousands of leads. Once Clarifi ASD became available, the company was able to launch successfully across the U.S.



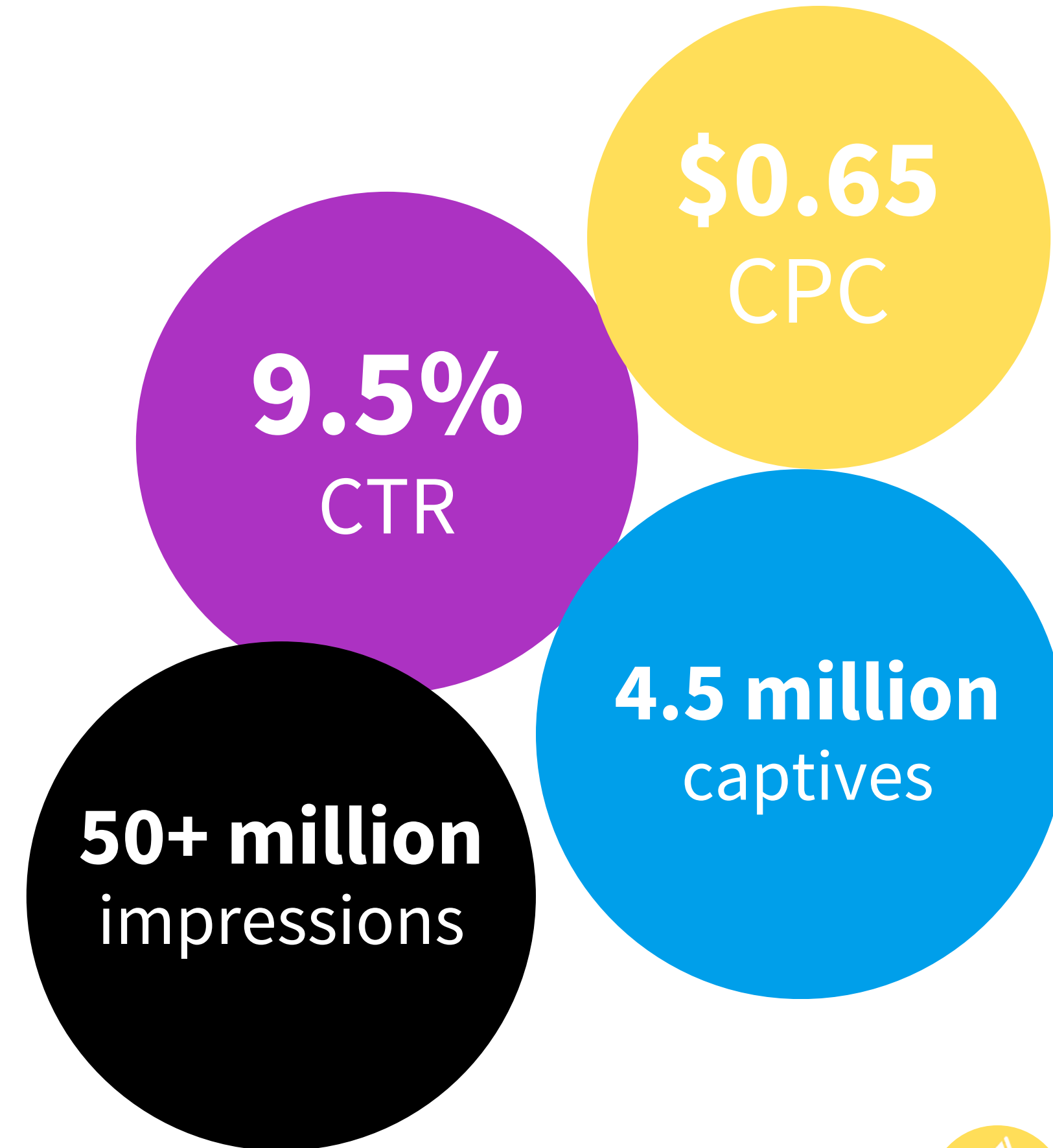
# Created a winning ad campaign

Quadrant Biosciences was looking to reach uncharted territory for their company. Through systematic testing, optimizing, and scaling, we were able to successfully identify and convert key audiences.

Some outside-the-box methods we used to make this happen:

- Interactive ads featuring AI automation
- Dynamic retargeting ads and emails
- Featuring Clarifi's content on national news websites

We built this digital campaign from the ground up, testing hundreds of ads to find the best copy, imagery, placement, and messaging to optimize results. We provided in-depth reporting on ad performance with consistent improvements to ROI week over week.



# Designed & built a high converting website

Our ads were going to send thousands of interested parents and HCPs to Clarifi's website EVERY DAY. So, we needed to create a site that would not only be educational, but high-speed and aesthetically pleasing.

Quadrant Biosciences was in a unique position of introducing a technology that was the first of its kind, and quite controversial in some circles. Which meant to introduce the test properly, we had to explain the science, too.

Our team designed and built a responsive custom website designed to convert both parents and HCPs on mobile and desktop.

At our peak, we brought in 6,300 website visitors per day, with a bounce rate as low as 4%!

Using pixels and cookies, the site captured all website visitors and retargeted site visitors to different destinations in the customer journey based on their actions.

**4%**  
bounce rate

**6,300**  
visitors  
per day

**Avg.**  
**4 pages**  
per session

**1.5 minutes**  
per visitor



# Generated viral content

Marketing in the autism field can be tricky. The online space is full of sensitive parents who are struggling to find help for their children, and health care providers who are hesitant to be swindled by new tech. To go viral, Digital Convo had to find the right balance of heartfelt, yet science-driven content, to resonate with Clarifi's target audience while simultaneously combating negative sentiment from naysayers.

Content is king. And in order to bring in organic traffic that content has to be fresh, search engine optimized, relevant and share-worthy.

To start, Digital Convo identified the best keywords for Clarifi to be able to own the space online. Then by creating consistent blog and press release content, we were able to earn Clarifi multiple spots on the first page of google for their highest ranking key words.

We also created and edited nearly 100 engaging videos for Clarifi, several of which went viral.

**500,000+**  
blog visitors

**138k+**  
minutes  
viewed

**100+**  
engaging  
videos  
published

**5 million+**  
video views

