

LIQUID GRIDS™



What if

the entire Web was indexed for health like a gigantic focus group for you?



What if

you could listen to and understand and influence conversations that currently feel out of reach?



What if

you could own the relationships with your target patients directly and scale them?



Now

we offer you the opportunity to leverage a broad portfolio of therapeutic audiences we have developed



Target

safe, compliant, contextual campaigns that better track ROI directly into conversions in multiple ways for your brand

LIQUID GRIDS

What is Liquid Grids?

A patented technology platform that provides the most advanced targeting intelligence and firepower for DTC advertising

US Patent 9,276,892

Social Listening-Analytics-Engagement



SOCIAL COMMUNITY CAMPAIGNS



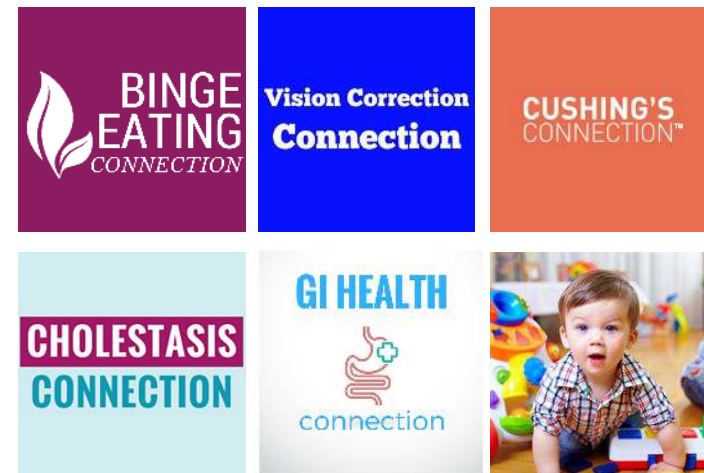
We wrote the playbook for safely and compliantly building, scaling and monetizing social communities on Facebook

OUR COMMUNITY PORTFOLIO

Owned

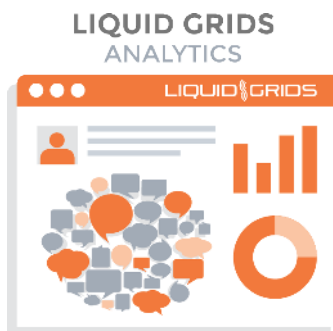


Sponsor Owned



Consistently the fastest growing, most engaged communities in their niches

POWERFUL INSIGHTS & ANALYTICS



- What are they saying?
- Where are they saying it
- How are they getting there?
- How are they saying it?
- What's the context?
- Who are they saying it about?
- Where are they in their disease journey?
- Discovery, Consideration, Decision?
- What are their buying habits?



COMMUNITY ADVANTAGES




- Highly scalable advertising reach
- Fan, Friends, Lookalikes and Custom audiences
- Dial up or down on any specific disease
- Direct Lead Generation & Recruitment
- Surveys and Focus Groups
- Patient Influencer Identification and Promotion
- Category or Product Education and Awareness Programs

COMMUNITY ENGAGEMENT: CAREGIVER

The Caregiver Connection
Published by Raymond Pine [?] · January 3 · 🌸

"My mom has no memories of nursing home visitors. Is it even worth visiting anymore?"
We wanted to pose this question to you all... Is it OK to stop visiting when the person doesn't recognize you anymore?



👍 **1,062** Like 📄 **818** On Post 🔄 **244** On Shares

❤️ **73** Love 📄 **44** On Post 🔄 **29** On Shares

😂 **3** Haha 📄 **2** On Post 🔄 **1** On Shares

😲 **14** Wow 📄 **10** On Post 🔄 **4** On Shares

😞 **234** Sad 📄 **213** On Post 🔄 **21** On Shares

😡 **16** Angry 📄 **16** On Post 🔄 **0** On Shares

1,426 Comments **1,106** On Post **320** On Shares

295 Shares **294** On Post **1** On Shares

4,044 Post Clicks

510 Photo Views **0** Link Clicks **3,534** Other Clicks

34,851 people reached

Boost Post

1.1K 1K Comments 294 Shares

The people who like your Page

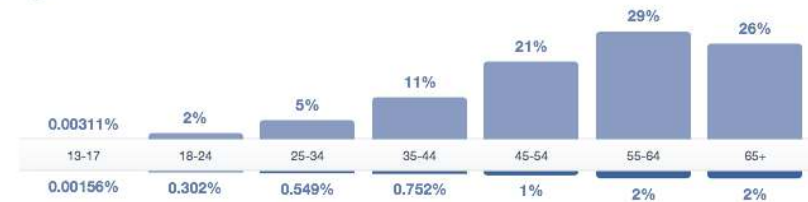
Women

93%
Your Fans

Men

7%
Your Fans

Primary Audience: Women,
>45yo on mobile devices



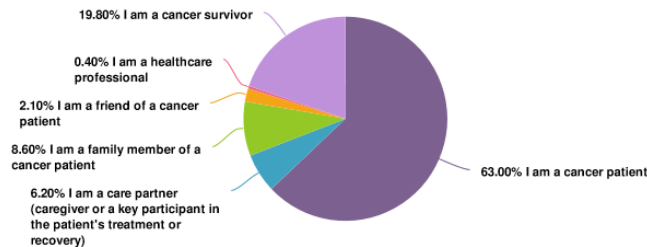
COMMUNITY ENGAGEMENT: HEART HEALTH

Community Surveyed	Results (Number of clicks and completed surveys)	Conversion Rate (Rate at which people who clicked on the post completed survey)	Completion Rate (Rate at which people started survey and completed it)	Opt-In Rate (Rate at which people input contact info to be e-mailed offers)
Heart Health Connection	253 completions 5 days	47%	89%	68%

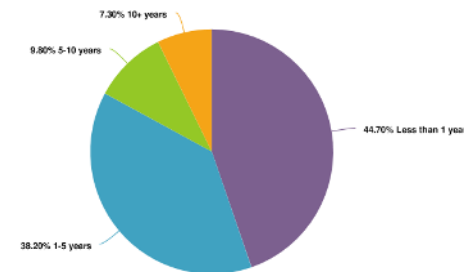
COMMUNITY ENGAGEMENT: CANCER



- ✓ Most engaged, fastest growing cancer community on Facebook
- ✓ Target audiences across patients and caregivers
- ✓ Support Commercial and R&D programs
- ✓ Highly scalable across all cancer types



Nearly 83% are cancer patients or survivors



44% are newly diagnosed patients

COMMUNITY ENGAGEMENT: GI HEALTH

GI Health Connection
Published by Jon Virtes [?] · June 13 at 12:02pm · 🌐

"Hi everyone. My doctor believes I have IBS. I've gone to a gastro a year ago and they checked for celiac, Crohn's and ulcerative colitis. Even had a colonoscopy. Nothing. My issue is that I constantly get stomach cramps, and will get a sharp pain under my right rib. I had gallbladder checked 8 months ago. It was supposedly fine. I do have GERD and hypothyroidism. For GERD I'm taking Omeprazole. I'm not having issues with acid in the stomach but I feel like I am burning in the intestines. Like there is acid in them. My doc looks at me like I'm nuts... At least 2-3 times a month my intestines feel bruised up. My stomach is always bloated and I constantly have to go to the bathroom throughout the day. It changes all day in consistency too. But usually always has mucous to it. I know. TMI. I'm just getting so frustrated with this stomach pain everyday. Any ideas or advice? Tia!! 😊"

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 12,000 people.

23,732 people reached Boost Post

👍👎🗨️ 246 290 Comments 64 Shares

👍 Like 🗨️ Comment ➦ Share

23,732 People Reached

789 Reactions, Comments & Shares

194 👍 Like	189 On Post	5 On Shares
4 ❤️ Love	4 On Post	0 On Shares
6 😲 Wow	6 On Post	0 On Shares
46 😞 Sad	46 On Post	0 On Shares
1 😡 Angry	1 On Post	0 On Shares
472 Comments	448 On Post	24 On Shares
67 Shares	64 On Post	3 On Shares

4,162 Post Clicks

1 Photo Views	33 Link Clicks	4,128 Other Clicks
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Add Pages Reactions, Comments & Shares 🔍

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
<p>YOU</p> <p>1 GI Health Connection</p>	51.6K <div style="width: 100px; height: 10px; background-color: #ccc; margin-top: 5px;"></div>	▲ 8.8%	4	1.5K <div style="width: 100px; height: 10px; background-color: #e91e63; margin-top: 5px;"></div>
<p>2 American Gastroenterolo...</p>	15.1K <div style="width: 100px; height: 10px; background-color: #ccc; margin-top: 5px;"></div>	▲ 0.2%	5	141 <div style="width: 100px; height: 10px; background-color: #e91e63; margin-top: 5px;"></div>
<p>3 Toilet Talk</p>	540 <div style="width: 100px; height: 10px; background-color: #ccc; margin-top: 5px;"></div>	▲ 0.2%	0	0 <div style="width: 100px; height: 10px; background-color: #e91e63; margin-top: 5px;"></div>

Case Study #1

Sponsor Tab

The screenshot shows a Facebook page for 'Understanding Childhood Developmental Disorders'. The page has a navigation menu on the left with options like 'Home', 'About', 'Videos', and 'Learn About Genetics'. The main content area features a Lineagen advertisement titled 'Genetic Testing - Take the First Step'. The ad includes a photo of a family and text describing the benefits of FirstStep^{DX} PLUS genetic testing, such as painless DNA collection and insurance coverage. A link is provided to learn more and find a doctor.

Sponsor Website

The screenshot shows the Lineagen website with a lead capture form. The headline asks, 'Are you interested in learning more about Lineagen's genetic testing services?'. Below the headline, there is a short paragraph encouraging users to contact a patient advocate. The form includes fields for 'First Name', 'Last Name', 'Email', 'Phone Number', and 'Insurance Type' (with 'EPO' selected). A green 'SUBMIT' button is at the bottom of the form.

Sponsor Content

The screenshot shows a Facebook post from 'Understanding Childhood Developmental Disorders'. The post text reads: 'Lineagen offers more than just genetic testing. They also provide genetic counseling and support services for parents and healthcare providers for everything from understanding test results to comprehensive insurance processing. Schedule a free consultation with an adviser today: <http://my.lineagen.com/tv/> ... See More'. Below the text is a photo of a young child jumping joyfully in a park. At the bottom, there is a link to the website and a call to action: 'To have a Lineagen patient advocate contact you, please complete the following form or call 888-888-6736 to schedule an appointment with a Lineagen advisor.' The Lineagen logo is visible in the bottom left corner.

Sponsor Leads

Campaign ID: 1289
 Campaign Name: Liquid Grids Lead Qualification Liquid Grids Referral Qualification Smart Campaign
 Referral ID: 1131326
 First Name: XXX
 Last Name: XXX
 Email: scoutmom35@xxx.com
 Insurance Type: PPO
 Insurance Carrier: United Health Care
 Contact Preference: XXX-XXX-XXX
 Phone Number:
 Contact After:
 Contact Before: 9:00 AM
 Time Zone: Mountain (UTC-07:00)
 State: UT
 Concerns: aspergers, Dyslexia, ADHD, anxiety
 My child has a diagnosis: 1

LG entered Referral ID: 1130460
 Self pay: 1
 Referral complete: 1
 Physician Name: Dr bradley arnold
 Physician Address:
 Physician City: pleasant grove
 Physician State: UT
 Physician Postal Code:
 Comments: wants to test 3 kids. contact her before 8 AM if possible- per client request. She answered her phone at 5pm her time.

Results

125,000 Fans
\$7,500 value per Lead
100 Leads per week

Case Study #2

Facebook Community

85,000 Fans



BackInFocus.com
Ad Funnels Driving From Discovery to Consideration to Action

800,000 Impressions per month
25,000 Website Clicks per Month




Trailing **3-Month** Direct to
Center Procedure Conversions

Location	Totals
Austin, TX	14
Baton Rouge, LA	26
Bend, OR	17
Bloomington, MN	20
Burbank, CA	36
Chicago, IL	41
Colorado Springs, CO	14
Goodlettsville, TN	22
Hauppauge, NY	37
Las Vegas, NV	21
Mesa, AZ	31
Rapid City, SD	12
Roanoke, VA	33
Santa Rosa, CA	33
Seattle, WA	19
Southlake, TX	29
Sterling, VA	27
St. Louis, MO	11
Vancouver, WA	19
West Orange, NJ	41
Totals	503

Case Study #3

Sponsor Tab



Heart Health Connection
@HHCcommunity

Home
About

FREE Health Tracker App

>100,000 Fans



Join the millions of people who have already started tracking their health and wellness with higi.

Imagine taking full charge over your health and loving every minute of it! It's super easy and doesn't cost you a thing. A few of the stores you'll find higi stations at: Rite Aid, Stop & Shop, Publix, Giant, ShopRite and Fred's Pharmacy. Visit one today to kickstart your higi adventure.



Find a higi station near you



Find a Station



What is this higi thing all about? Think of it a loyalty program for your body. higi makes fun to keep tabs on your health and get rewarded for it. Check-in at a higi station n you or connect your favorite activity track. Each time you check your health vitals at a higi Station, workout at a gym or just go ou for a walk, you earn points to redeem in the higi rewards store!

App Activity Trailing 7 Days



APP LAUNCHES

13.7K

+6.5%

APP INSTALLS

1.3K

+8.1%

ACTIVE USERS

5.3K

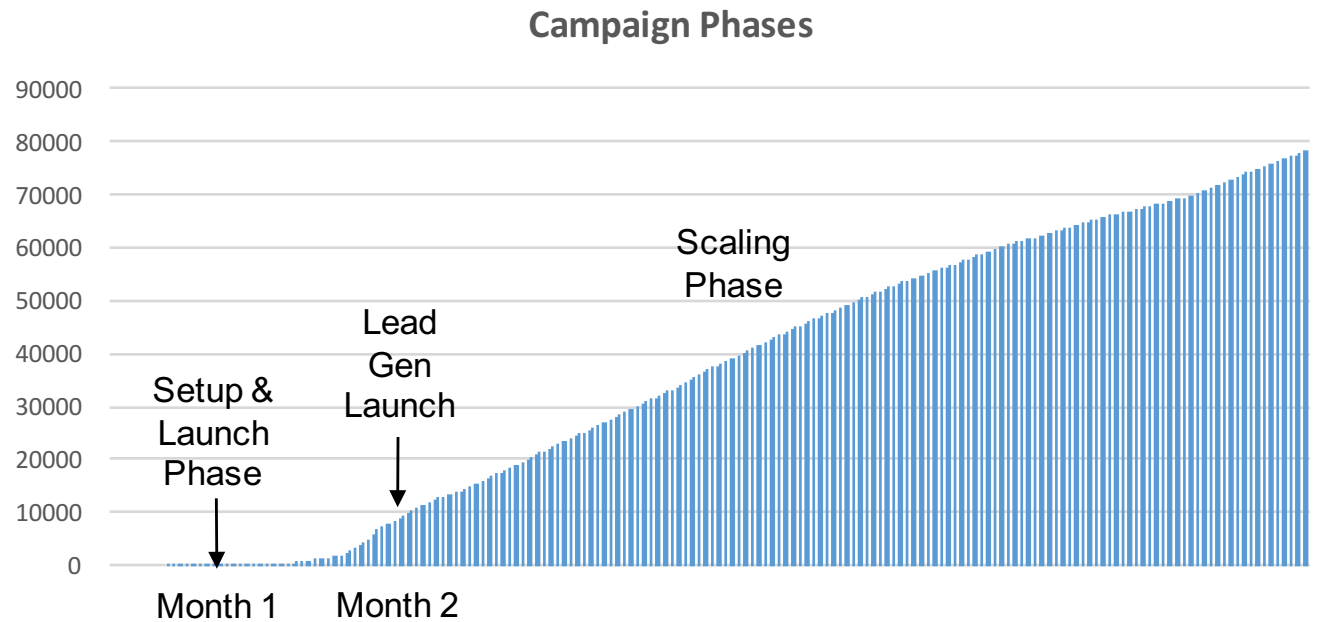
+3%

INTELLIGENCE & TARGETING ASSETS

Allergy	COPD	Foot Health	Hysterectomy	Meningitis	Prostate Cancer	Traumatic Brain Injury
Alzheimer's	Cushing's Syndrome	GI Disorders	Infertility	Migraine	Psoriasis	Vision Disorders
Asthma	Cystic Fibrosis	Gout	Insomnia	Multiple Myeloma	Renal Cell Carcinoma	Over 1000 primary disorders captured across all grids to include all FDA approved medications, master tables of symptoms, procedures, severities, disease staging and more. Custom grids or new categories available upon request
Eating Disorders	Diabetes	HCV	Kidney Disease	Multiple Sclerosis	Shingles	
Breast Cancer	Epilepsy	Head & Neck Cancer	Leukemia	Narcolepsy	Skin Cancer	
Carcinoid	Esophageal Cancer	Heart Disease	Lung Cancer	Obesity	Sleep Apnea	
Childhood Development	Fibromyalgia	Hemophilia	Lupus	Orthopedics	Solid Tumors	
CNS Disorders	Flu	HPV	Lymphoma	Pancreatic Cancer	Thyroid Cancer	

COMMUNITY KPIs

Campaign KPIs	Targets at Month 6
Community Growth	10,000 followers/month
Engagement Rate	1-5%
Non-Ad Impressions	750K-1M/month
Non-Ad Reach	1-3M/month
Ad Reach	3-8M/month
Ad CTR range	3-8%
Website Bounce Rate	<30%
Lead	100-200/month



LIQUID GRIDS



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