



### Customer

Liberator Medical Supply, Inc. is one of America's fastest growing, leading national providers of direct to consumer medical supplies

### Industry

Consumer Medical Supplies

### Challenges

- ▷ Increase website visitors to register on website and request additional information for higher turnover of lead to client

### Benefits

- ▷ Capability to discover the distinct factors that impact the conversion rate
- ▷ Produced statistically significant outcomes within two weeks

### Results

- ▷ Cumulative lift of +10.33%

“Given the huge marketing investments at stake, the performance of Liberator Medical's landing pages is key to the company's market success and profitability.”

### The Client

Liberator Medical Supply, Inc. is one of America's fastest growing, leading national providers of direct to consumer medical supplies, with a prime focus on sterile urinary catheters and urological supplies.

The company specializes in servicing patients covered by Medicare, Medicaid and private health insurance. Liberator Medical Supply, Inc. is a wholly owned subsidiary of Liberator Medical Holdings, Inc., (OTC: LBMH)

### The Challenge

The direct to consumer medical supply business is very competitive. In order to succeed, companies in this space must rely upon very expensive multi-channel advertising campaigns to create awareness and drive direct response. Historically, the desired end goal of these campaigns is to generate a direct telephone call. More recently, however, prospective customers are opting to first visit the company's web site prior to taking such additional actions as registering to receive information or exploring online purchasing options.

Given the huge marketing investments at stake, the performance of Liberator Medical's landing pages is key to the company's market success and profitability. After exploring various options, A-B testing proved to be laborious and unreliable whereas traditional Multi Variate Testing (MVT) was not a viable option due to low traffic volumes.

In need of an innovative solution to assist them in monetizing their multi-channel marketing investments, Liberator Medical looked to HiConversion and it's e-Optimizer™ product.

**Attention Catheter Users**  
**Get a NEW Catheter Every Time You Cath!**

**Up to 200 Caths per Month! No More Re-use!**

- We Bill Medicare, Medicaid & Insurance Direct
- Little or No Out-of-Pocket Cost\*
- Satisfaction Guaranteed
- The Leading Catheter Brands: Coloplast/Mentor, Bard, Cure, Rochester Medical, AstraTech, Rusch & Hollister.
- Antibacterial, Foley, Red Rubber, Hydrophilic, Closed System, External & More...
- 24 Hour Service
- Free Delivery
- Fully Accredited Medicare & Insurance Provider

Ostomy and Diabetes Supplies & Mastectomy Fashions

**Call Today!**  
**1-877-316-9026**

Bringing Better Healthcare Home To You.

**LIBERATOR MEDICAL SUPPLY, INC.**

\*Co-payments, deductibles & conditions apply. Liberator Medical Supply, Inc. A subsidiary of Liberator Medical Holdings, Inc. OTCBB:LBMH

**www.liberatormedical.com**

## The Optimization Campaign

HiConversion was selected by Liberator Medical as the conversion optimization platform of choice because of its ability to deliver results 10x to 100x faster than competing solutions; doing so even in a low traffic environment. By breaking the traffic barrier, HiConversion made it possible to run a very meaningful multivariate optimization program on low traffic pages, such as Liberator's landing pages.

The screenshot shows a landing page for Liberator Medical. At the top left is the Liberator Medical Supply, Inc. logo with the tagline "Bringing Better Healthcare Home to You". A phone number "1-866-643-3953" is displayed in a dark box at the top right. The main content area features a video player with a "PLAY" button and a "Get free samples" button with an arrow. Text next to the video states: "Our simple Catheter-Care program eliminates trips to the pharmacy, reduces insurance paperwork, and may even put an end to out-of-pocket costs for the supplies you need." A yellow box above the video says "Get up to 200 catheters a month for little or no out-of-pocket costs\*". Below the video, it says "Let a Liberator Medical Catheter Specialist take care of your supplies." To the right is a form titled "Find out if you qualify" with fields for First Name, Last Name, Phone, Email, and Insurance. A checkbox for "Yes, I would like to receive email updates" is checked. A "Submit" button is at the bottom of the form, with the phone number "or call 1-866-643-3953" below it. At the bottom of the page are logos for Coloplast, ASTRA, Rochester, BAIRD, RUSCH, Hollister, and CURB.

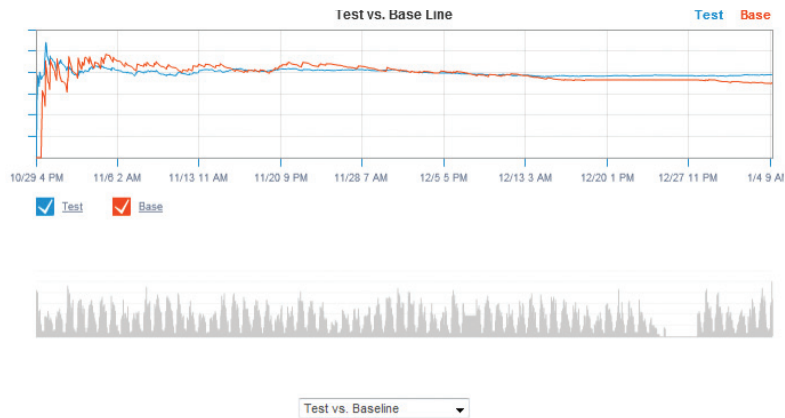
By breaking the traffic barrier, HiConversion made it possible to run a very meaningful multivariate optimization program on low traffic pages, such as Liberator's landing pages.

The goal of this optimization program was to evaluate how variations of key elements of the landing page were impacting the conversion rate. Specifically, the objective was to explore the impact of value propositions, differentiation statements and their supporting elements.

### The Results

The following progress report illustrates several unique aspects and outcomes of HiConversion's patent-pending adaptive multivariate optimization engine:

- ▷ **Speed:** although the amount of traffic was very limited, the algorithm was able to produce a statistically significant number of outcomes within a few weeks of initiating the optimization experiment.
- ▷ **ROI:** the optimization program produced a cumulative lift of +10.33%, even as it was still searching for top performing page version(s).



Combination ID	Visitors	Converted	Conversion Rate	Probability To Win	Margin of Error	Improvement
TEST	25672	1003	3.91%	3.91%	± 0.05%	10.33%
176497	2372	84	3.54%	0.00%	± 0.14%	0.00%

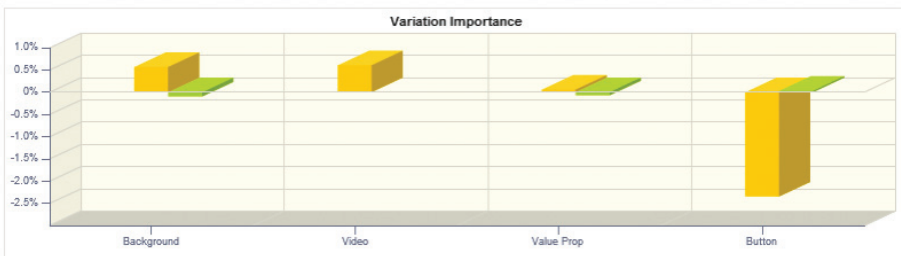
The Best Performing Page Combinations report included below shows that the system was able to identify many page combinations that significantly outperformed the baseline.

Combination ID	Visitors	Converted	Conversion Rate	Probability To Win	Margin of Error	Improvement
176527	3536	145	4.10%	41.25%	± 0.15%	30.33%
176526	841	33	3.92%	39.25%	± 0.35%	47.92%
176524	4515	176	3.90%	39.00%	± 0.12%	19.61%
176539	489	19	3.89%	38.90%	± 0.44%	38.77%
176548	1268	49	3.86%	38.60%	± 0.24%	24.87%
176532	954	37	3.87%	38.70%	± 0.28%	24.48%
176505	808	31	3.84%	38.40%	± 0.30%	22.47%
176506	841	32	3.80%	38.00%	± 0.29%	21.03%
176509	1301	50	3.84%	38.40%	± 0.22%	15.18%
176515	1041	40	3.84%	38.40%	± 0.24%	11.36%
176497	2375	84	3.54%	0.00%	± 0.14%	0.00%

Additionally, the number of visitors associated with each page combination illustrates the adaptive nature of the optimization engine, as page combinations that have a high probability to outperform are being assigned disproportionately more of the available web traffic.

As illustrated in the Variations Report below, and in addition to achieving a significant increase in conversion rate, Liberator Medical has also benefited from insights into how each optimization idea contributed to the overall conversion rate across a broad spectrum of page combinations in which that variation has participated.

Variations Report



Section name	Variation Name	Presented	Converted	Conversion Rate	Relative importance
Background	Risk - short	28595	1147	4.01%	0.57%
Video	Message Loop	33831	1340	3.96%	0.61%
Button	Free Samples	19350	739	3.82%	0.03%
Value Prop	Leading Brands	17557	663	3.78%	0.06%
Value Prop	List - Detailed	12676	462	3.64%	-0.07%
Background	Three Months	7387	247	3.34%	-0.10%
Button	Contact Me	1882	27	1.43%	-2.35%

“HiConversion’s e-Optimizer™ solution relies on a real-time adaptive multivariate optimization method that initially sounded far too complex and technical for our needs. Our initial perception couldn’t have been further from the truth. It was easy to implement, quick to produce results, and best of all it provided us with deep insights into key customer behaviors and preferences.”

Paul Levett  
CMO, Liberator Medical

## Wrap-Up

The ability to effectively monetize marketing investments is or should be a priority for any company; even more so for those that operate in a hyper-competitive industry, as is the case with Liberator Medical. Faced with the significant challenge of turning more browsers into buyers in a low traffic environment, Liberator Medical turned to HiConversion.

As was illustrated in this case, the ability to experiment with and optimize value propositions, differentiation statements and supporting elements is critical in a multi-channel communications model wherein the awareness-interest-desire-action flow can easily be broken as a result of messaging inconsistencies. Perhaps more importantly, the ability to create an optimized marketing communications funnel in real-time with HiConversion's e-Optimizer™ meant that Liberator Medical was able to achieve customer acquisition goals in a matter of weeks without placing marketing investments and revenue at risk.

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## About HiConversion

HiConversion is the market leader in real-time conversion rate optimization for e-commerce merchants. Simply put, we optimize so that you can more effectively monetize your existing marketing investments and web traffic. Our next generation e-Optimizer™ solution leverages a patented IT-Free “virtualization” module and patent-pending, adaptive multivariate optimization engine to generate new, sustainable e-commerce revenues in days rather than months.

Learn more at [www.HiConversion.com](http://www.HiConversion.com)

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