

OrthoPacks™

2022 - 2023 DIGITAL MARKETING REPORT

ORTHO
MOLECULAR
PRODUCTS®

 Lifestyle Matrix
RESOURCE CENTER

Agenda



Overview of Digital Marketing Accomplishments



Overview of Leadership Accomplishments



Overview of HubSpot Accomplishments



Integrated Marketing Channels Overview



Campaign Achievements



Next Steps



[Overview of Accomplishments]



All "next steps" from the strategy have been completed



Successfully aligned business goals with marketing objectives and achieved KPIs



Enhanced Processes and Planning with Briefs



Enhanced digital marketing and social strategy including framework, execution, and reporting



Eliminated email threats by accurately mapping fields between HubSpot and Dynamics, reducing the number of unsubscribes



Improved User Experience and Ortho Culture Awareness with the Launch of the "About Us" Tab on Our Website



Successfully contributed to orthopacks.com branding and launch



Accomplished planning, implementation, and reporting of the CM Vitals Campaign.

[Leadership Accomplishment]



Embraced Empathetic Servant Leadership



Team has doubled and is continuously growing with the addition of a new web developer and a digital analyst.



We held weekly one-on-one meetings, as well as monthly KASH meetings to prioritize the team's development.



I have identified with the company's mission and translated it into my team's growth and success on a consistent basis.



Employees underwent exercises to empower, motivate, and empathize with each other. They also received guidance on open conflict, accountability, and keeping the customer's customers in mind. These efforts aimed to maintain focus on Ortho's vision and overall impact.



Implemented various studies, including Stand Out, Simon Sinek's leadership advice, Meyer's Briggs personalities, Color personalities, and Big 5 tests, to build a stronger team and better understand each other while championing Ortho's library.



Encourage Solution-Focused Contributions by Prioritizing Psychological Safety making sure everyone on my team feels comfortable enough to share ideas without fear of criticism or judgement or failure.

[Summary of HubSpot's Accomplishments]

- **Upgraded our account to improve HubSpot usability.**
- **Synced Dynamics to HubSpot - transitioned from outside sourcing to in-house field mapping.**
- **ERP - Business Central is currently being synced with HubSpot for attribution purposes. (work in progress)**
- **Automated workflows have been put in place.(Need additional HubSpot Support)**
- **Personas added to HubSpot, linked to forms, and made an optional choice for salespeople to categorize contacts.**
- **Enrolled in HubSpot Service**
- **Custom Survey integrated with contacts and marketing campaigns**
- **Currently Onboarding HubSpot Service: Ticketing, Pipeline, Customer Portal, LiveChat - bots, Knowledge base etc.**
- **In the process to align departments in HubSpot: LMRC, Service, HR**

[Summary of Campaign Improvements]

All the marketing campaigns are created in HubSpot

All the marketing campaigns start with a brief and a focus group between departments

HubSpot calendar integrates all the marketing channels

Improved the strategy for the following campaigns: integrated marketing channels, improved WMJ templates and reduced duplicate work,

- Ortho

- Product Launch
- Product Awareness
- Product Awareness Nurture
- Blitz
- Churn
- Webinars Pharmace/Symposium
- Survey Winners
- Trade Ads
- Round Table

- LMRC:

- Blogs
- Newsletters
- Webinars
- Standard
- Whitepapers

Campaigns enrolled in automation:

- Webinars: Pharmace and LMRC
- Round Table

Emails transitioned from InDesign to HubSpot:

- Webinars: Pharmace and LMRC
- Round Table
- Product Launch
- Blitz
- Churn
- Survey Winners

STRATEGY



10 YR - INTERNATIONAL LAUNCH -
REPUTATION - LOYALTY - INTEGRATED
SYSTEMS

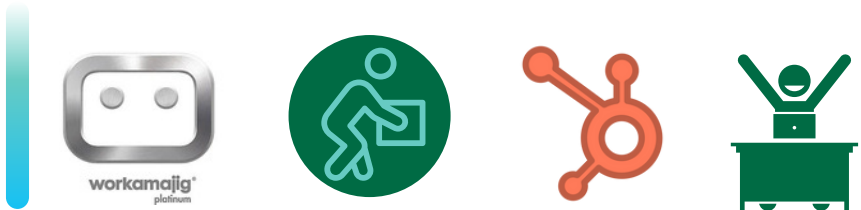
3 YR - GROWTH - CUSTOMER JOURNEY -
COMPETITIVE ADVANTAGE - MARKETSHARE



Integration Process Marketing

Improve

- Plan
- Set up Campaigns
- Report
- Collaborate



Framework

Aligned Research

- Implement proposed initiatives
- Based on Competitive Analysis | Trends



Personalization

Connect with the audience where they are

- Provide relevant content
- Target Segmentation
- Retarget
- Automate
- Workflow



Integrate all channels

Integrate departments/teams



Build Loyalty Increase Trust

- Explore Influencer Partnership
- **Employee Advocacy**
- Increase Recurring Purchase
- **HR - Candidates Journey - workflow**
- Service + Mkt Aligned

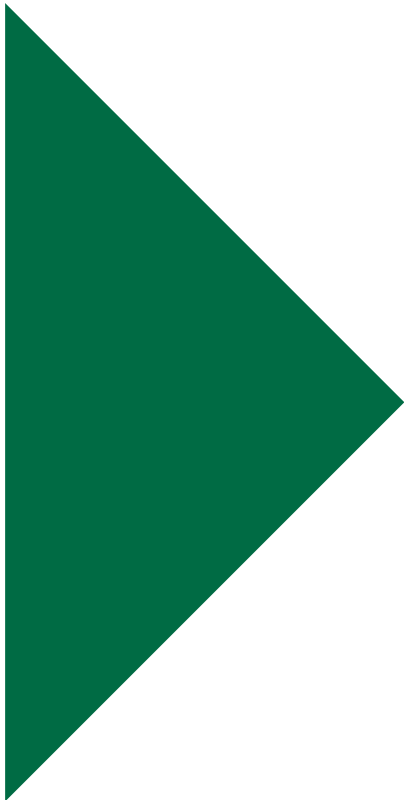


STRATEGIC RESULTS

10 YR - INTERNATIONAL LAUNCH
- REPUTATION - LOYALTY -
INTEGRATED SYSTEMS



3 YR - GROWTH - CUSTOMER
JOURNEY - COMPETITIVE
ADVANTAGE - MARKETSHARE



Digital Overview

- 1 **Followed and adopted marketing trends** in the industry vertical
- 2 **Personalized Messages** through target segmentation and personas
- 3 **Set up the customers for success** Empowered customers' customers with relevant information and set them up for success, while staying true to the company's mission of transforming the practice of medicine.
- 4 **Integrated Departments:** Partnered with LMRC Sales/Service, HR for process and segmentation improvements through HubSpot Service and Sales Hub to improve planning, ticketing, project management and web knowledge base.
- 5 **Integrated channels** web, social, email, events, forms, in HubSpot campaigns for consistency, strategic message approach and attribution.

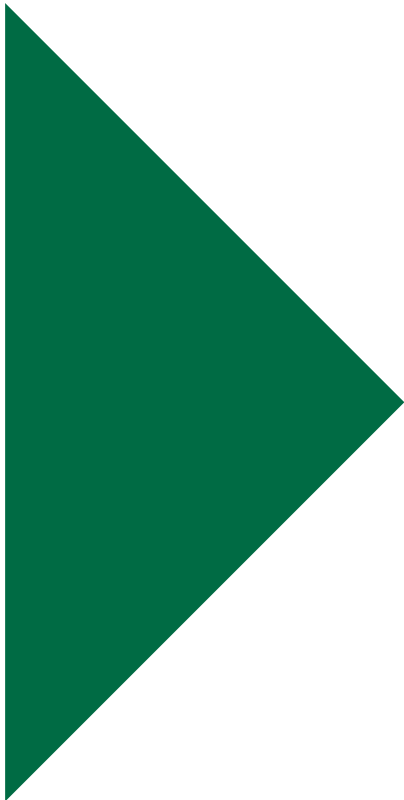
- 6 **Adopted SEO** across all the digital campaigns: Improved title and meta title descriptions, and ranked keywords and adopted HubSpot SEO processes to increase appearance in organic search.
- 7 **Improved Social, Email, SEO, Lead generation, and Overall Web** Results.
- 8 **Adopted heat Maps** for UI/UX Journey monitoring.
- 9 **Built Automated Workflows in HubSpot**

STRATEGIC RESULTS

10 YR - INTERNATIONAL LAUNCH
- REPUTATION - LOYALTY -
INTEGRATED SYSTEMS



3 YR - GROWTH - CUSTOMER
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ADVANTAGE - MARKETSHARE



Social

Social Media Overview

Key Takeaways

- 1 Increased fanbase on all social media channels: In, Fb, Ig
- 2 Increased Engagement on Instagram
- 3 Increased web sessions from all the social channels
- 4 Streamlined the process based on a strategic approach: planning 2 months ahead, and managing campaigns in HubSpot
- 5 Templatized social posts to align with monthly campaigns and other marketing channels such as email and landing pages and improve brand presence, consistency and brand recognition.

Next Steps

- 7 Adopt TikTok based on the segmented target audience - Jennifer and Debbie Personas
- 8 Increase social presence at the events with before, during and post event activity, behind the scenes activity, tagging partners and influencers.
- 9 Consider combining organic with paid campaigns for increased engagement and lead generation conversions.
- 10 Connect HubSpot CRM with Social Paid Ads
- 11 Consider advanced influencers partnership through Klear by Meltwater systems for planning, tracking and attribution
- 12 Adopt LinkedIn Ads for HR hiring and build loyalty

ORGANIC SOCIAL: OKR - LMRC

Objective

KPI

Results



Followers: 206

Followers: 803

Followers: 1,588

Increase Awareness

Reach and Impressions
Increase Page Likes
(specific audiences)

Impressions: 7,913
Reach

Impressions: 14,310
Reach: 7,665
Profile Views: 556
New Followers: 44

Impressions: 39,520
Reach: 28,192
Profile Views: 1,474
New Followers: 180

Increase Traffic
to the website

Click Through Rate: 2 - 4%

Unique Visits: 13,064
Button Clicks: 830
Sessions: 1,801
CTR

Unique Visits:
Clicks: 644
Sessions: 8,858
CTR

Unique Visits:
Clicks: 218
Sessions: 741
CTR

Increase Engagement

Engagement rate: 2%

Interactions: 223
Shares: 23
Clicks: 100
ER: 1.88%

Interactions: 143
Shares:
Clicks: 278
ER: 10.13%

Interactions: 1,074
Shares: 23
Clicks: 160
ER: 4.73%

Increase Conversions
(Lead Conversions)

Conversion rate of
Event Sign Ups
Memberships
sales (Targetings pecific lists)

Overall Insights:

- Increased Followers: 44
Increased Clicks: 297
- Increased followers: 153
Increased website traffic: 314 clicks
Increased Engagement compared to FB and IN
- The most optimal channel for new leads

Increase Loyalty

Loyalty Customer Rate
Kits | CE Purchase Frequency

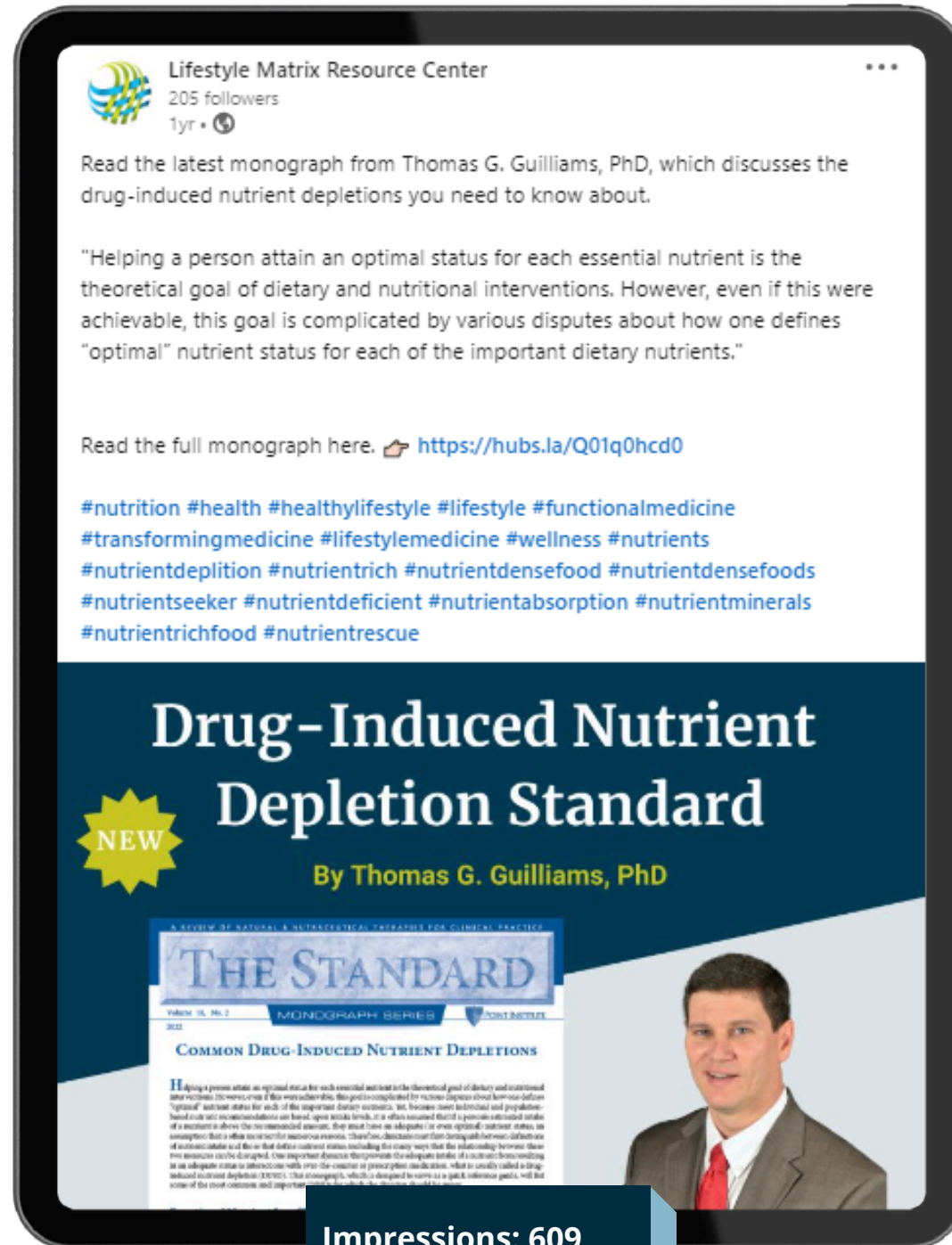
Opportunity:

Increases content interactions and demand generation through paid social, and increase loyalty through advocacy programs.



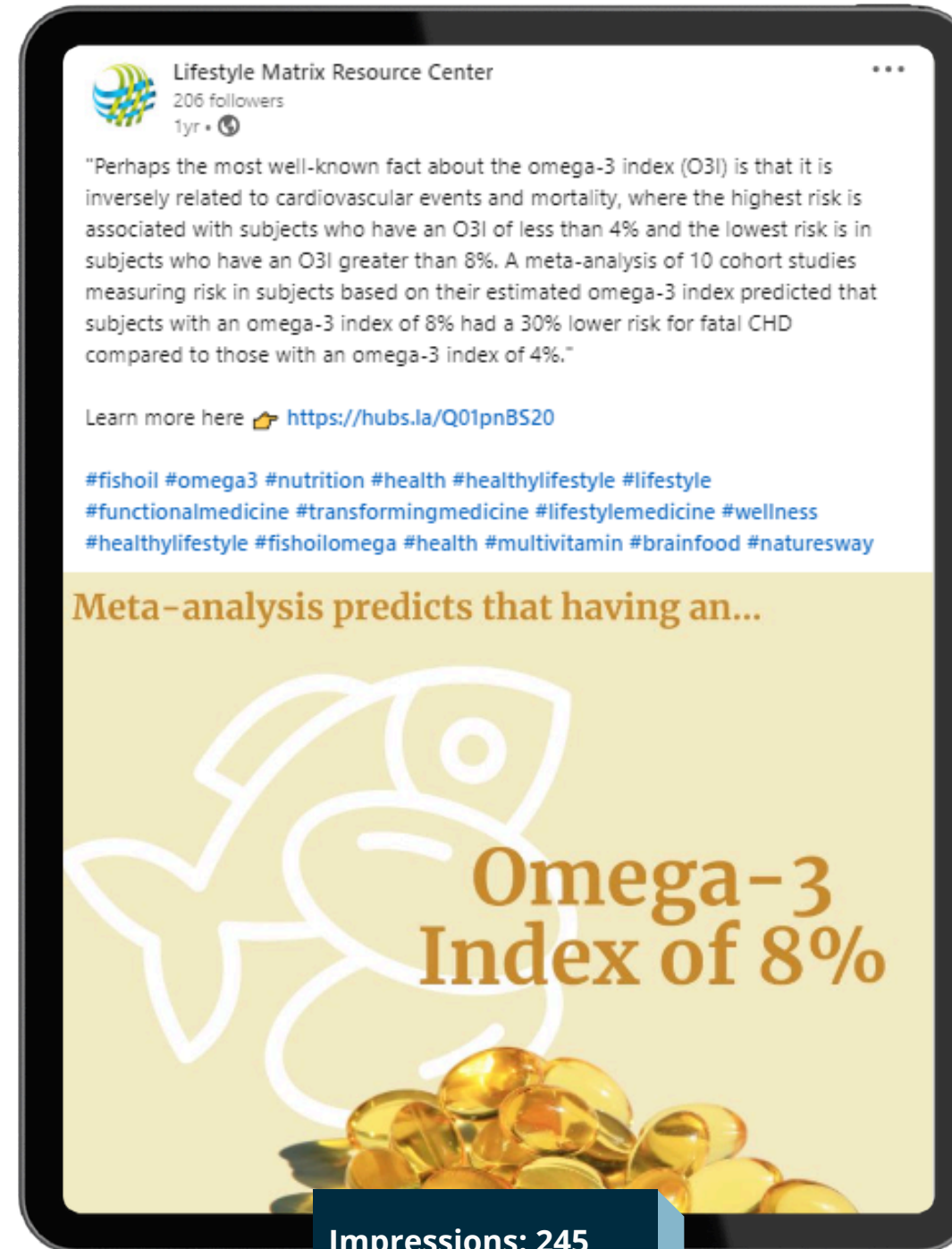
TOP PERFORMING POSTS - LMRC

Loyalty Nurturing Campaign



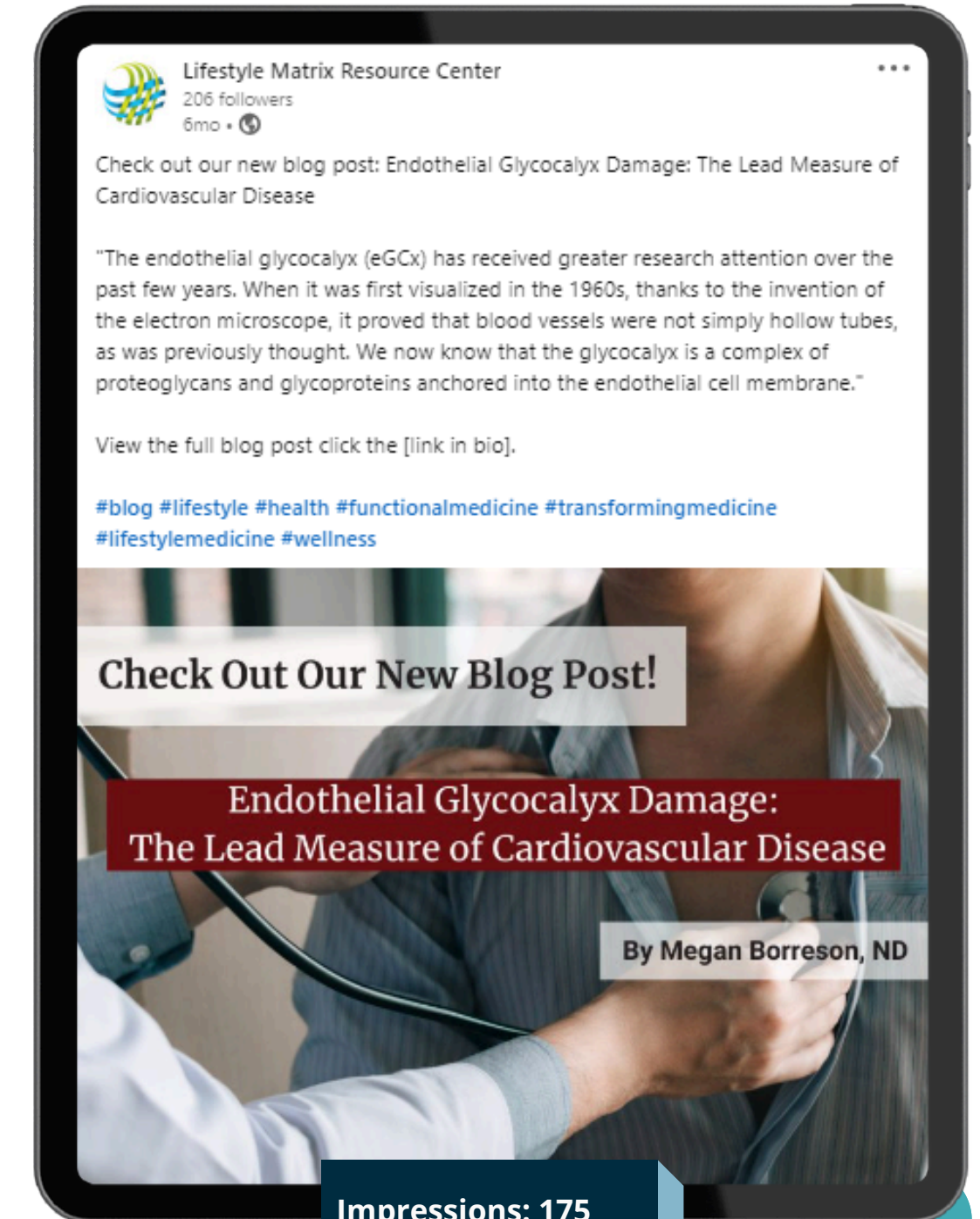
Impressions: 609
Likes: 27
Clicks: 32
Comments: 1
Reposts: 1

Awareness Campaign



Impressions: 245
Likes: 16
Clicks: 10
Comments: 1
Reposts: 2

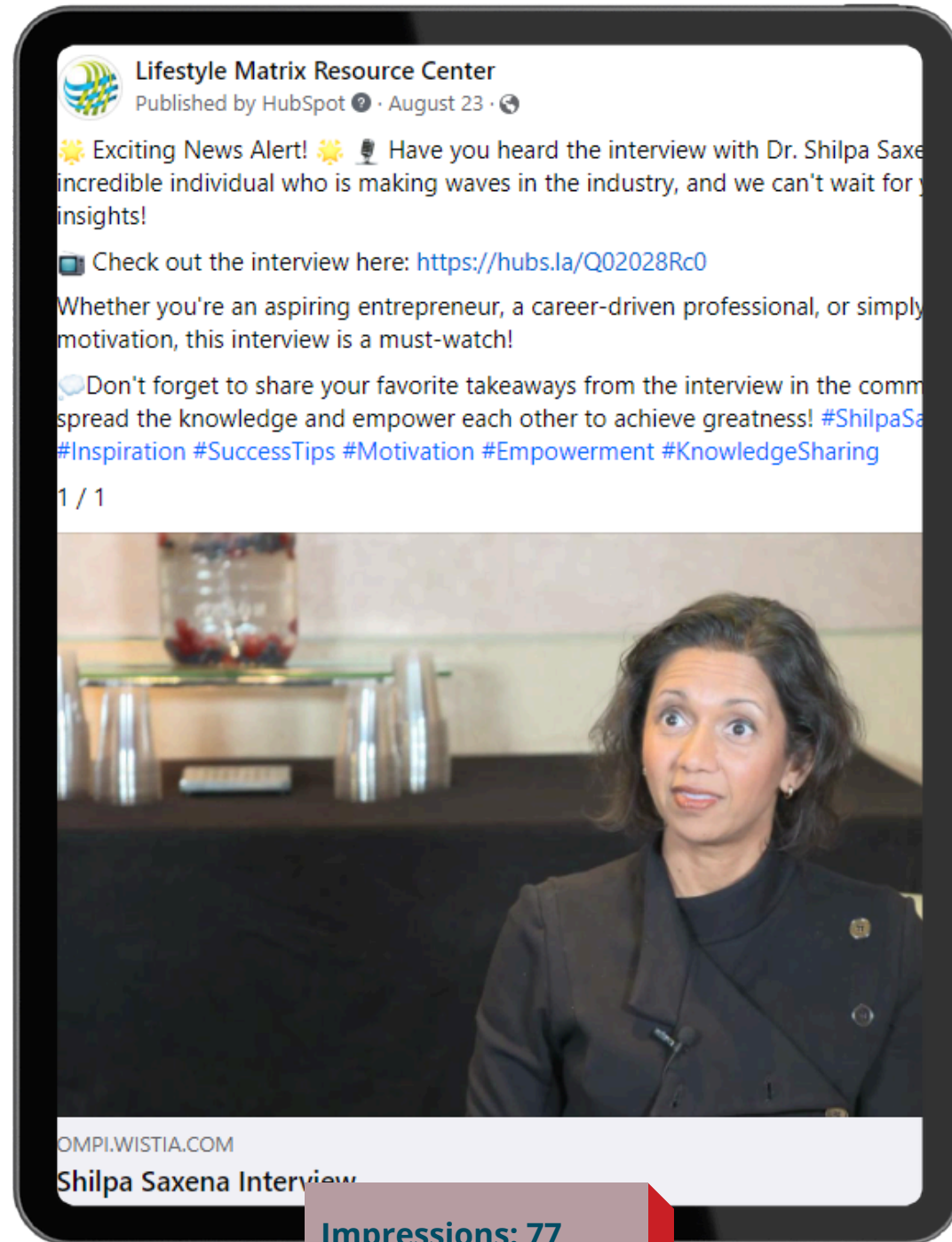
Engaging Campaign



Impressions: 175
Likes: 8
Clicks: 4
Reposts: 1



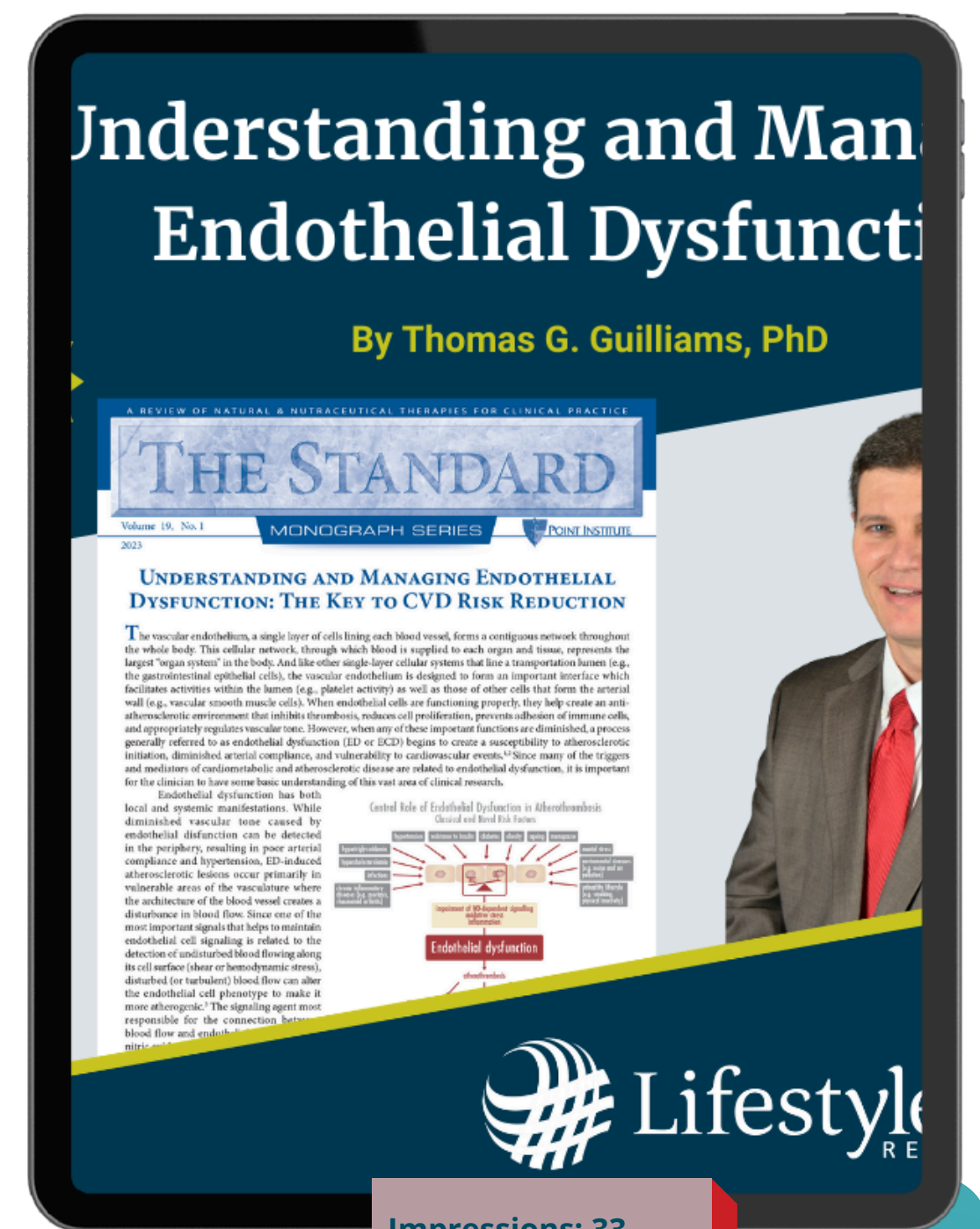
TOP PERFORMING - LMRC



Impressions: 77
Likes: 2
Clicks: 7
Comments: 2



Impressions: 92
Likes: 2
Clicks: 6
Comments: 2



Impressions: 33
Likes: 3
Clicks: 1



TOP PERFORMING - LMRC



Impressions: 415
Likes: 19
saves: 5



Impressions: 245
Likes: 17
Saves: 2



Impressions: 123
Likes: 5
Comments: 10

ORGANIC SOCIAL: OKR - OMPI - IN

Objective

Increase Awareness

Increase Traffic
to the website

Increase Engagement

Increase Conversions
(Lead Conversions)

Increase Loyalty

KPI

Reach and Impressions
Increase Page Likes
(specific audiences)

Click Through Rate: 2 - 4%

Engagement rate: 2%

Conversion rate of
Event Sign Ups
Memberships
sales (Targetings pecific lists)

Loyalty Customer Rate
Kits | CE Purchase Frequency

Results

Impressions: 99,245
Reach
Page Views: 36,320

Unique Visits: 13,064
Button Clicks: 830
Sessions: 1,801
CTR

Shares: 165
Interactions: 2,140
Clicks: 1,239

Followers: 12,837



TOP PERFORMING LINKEDIN POSTS - OMPI - CARDIOMETABOLICS BRAND

Ortho Molecular Products
12,836 followers
5mo • 🌐

We are excited to announce HiPhenolic, the newest addition to our cardiometabolic product line that optimizes metabolism and cardiovascular health.

Learn more: <https://hubs.la/Q01LV0Ln0>

#cardiovascular #cardiometabolic #microcirculation



Optimize metabolism and cardiovascular health

- ✓ Multidimensional support for optimal blood pressure levels
- ✓ Helps enhance metabolic activity and efficiency
- ✓ Aids in supporting optimal weight and reducing cravings

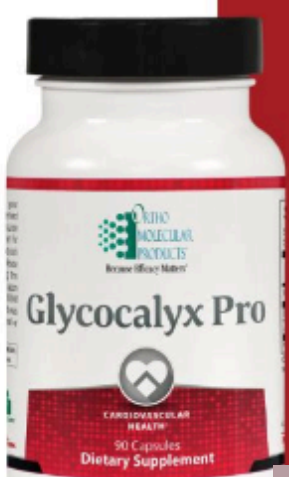
Impressions: 1,965
Likes: 42
Clicks: 74
Comments: 1
Reposts: 7

Ortho Molecular Products
12,834 followers
7mo • 🌐

We're excited to announce a new product in our cardiometabolic line, Glycocalyx Pro! This formula delivers full-spectrum support to strengthen and protect the endothelial glycocalyx, or the gel-like barrier of the arterial wall.

Learn more: <https://hubs.la/Q01D0Nt-0>

#cardiovascular #cardiometabolic



Strengthen and protect the endothelial glycocalyx

- ✓ Helps to preserve, protect, and regenerate the endothelial glycocalyx
- ✓ Supports optimal circulation and blood flow
- ✓ Helps maintain healthy vascular permeability
- ✓ Promotes the synthesis of nitric oxide

Impressions: 1,378
Likes: 59
Clicks: 40
Comments: 1
Reposts: 9

Ortho Molecular Products
12,836 followers
7mo • 🌐

We're excited to announce the launch of HepatoCORE, a targeted formula that helps support liver fat clearance and promote cardiometabolic health.

Learn more: <https://hubs.la/Q01DS9XH0>

#cardiovascular #cardiometabolic



Broad-spectrum support for optimal liver function

The targeted blend of aged black garlic extract, bergamot orange extract and artichoke extract helps support liver fat clearance and promote cardiometabolic health.

Impressions: 1,355
Likes: 44
Clicks: 50
Reposts: 7



TOP PERFORMING LINKEDIN POSTS - OMPI

Ortho Molecular Products
12,834 followers
3mo • 🌐

We are excited to announce CereVive Jr., the newest addition to our kids product line that supports balanced mood, focus and a healthy sleep cycle.

Learn more: <https://hubs.la/Q01Vr2RX0>.

#CalmMind #Focus

Support balanced mood and focus

- ✓ Supports Mood and Brightens Mental Outlook
- ✓ Calms the Mind and Increases Alpha Brain Wave Activity
- ✓ Supports the Production of Serotonin, Dopamine, Norepinephrine and Other Neurotransmitters



Impressions: 1,307
Likes: 51
Clicks: 42
Comments: 1
Reposts: 9

World-renowned neurologist and author Dr. David Perlmutter shares his hope for the future of uric acid assessment and treatment at the [Personalized Lifestyle Medicine Institute](#) conference in April. If you couldn't make it to this year's event, you can purchase the full program recording with slide decks here: <https://hubs.la/Q01R49Y80>



David Perlmutter, MD, FACN

Author and World-Renowned Neurologist

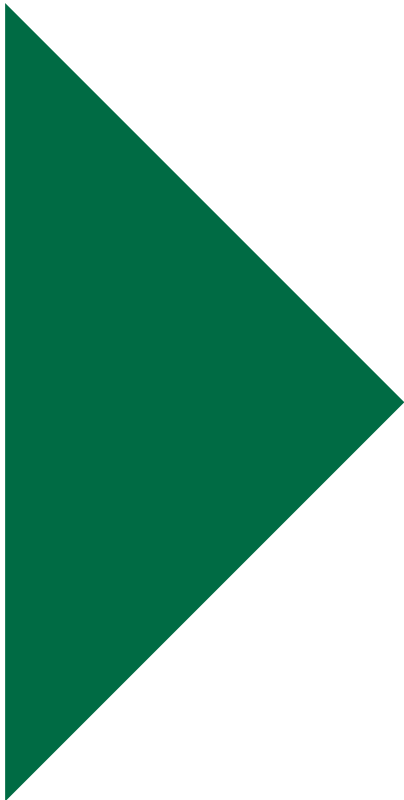
Impressions: 1,979
Likes: 38
Clicks: 58
Comments: 1
Reposts: 3

STRATEGIC RESULTS

10 YR - INTERNATIONAL LAUNCH
- REPUTATION - LOYALTY -
INTEGRATED SYSTEMS



3 YR - GROWTH - CUSTOMER
JOURNEY - COMPETITIVE
ADVANTAGE - MARKETSHARE



EMAIL

Email OKR



KPI

Opens Rate:20%

CTR: 2-4%

Unsubscribes: 0

● **Increase Awareness**
Blogs

Awareness

● **Drive Traffic to the Website/Events**
Newsletters
Increase Engagement
Group Calls

Consideration

● **Increase Conversions**
Purchases
Events Sign Ups

Conversions

● **Increase Advocacy**
Newsletters: surveys

Loyalty

Email Overview

Key Takeaways

- 1 Improved processes by building campaigns in HubSpot, creating briefs, and collaboration between departments, better planning and reporting.
- 2 Adopted trends, workflows and automation
- 3 Adopted personalized messages by segmenting target audience into personas such as: Adele, Debbie, Jennifer, James and Charlotte
- 4 Transitioned from design emails to HubSpot emails
- 5 Templatized campaigns for consistency, brand recognition and improved processes: LMRC, Churn, Product Launch, Product Awareness, Product Awareness Nurture, Blitz, Surveys, Contest Winners, Newsletter, standard

Next Steps

- 6 Reduced copy, and improved CTAs based on campaign objectives aligned with marketing funnel.
- 7 Reduced the amount of emails to reduce spam, unsubscitptions and black box threats.
- 8 Focused on customers of the customers
- 9 Adopted A/B Testing

IMPROVED EMAIL FRAMEWORK LMRC + ORTHO



TEMPLATIZE FOR LMRC

- Newsletter
- Blog
- The Standard



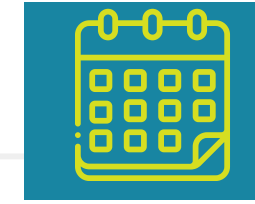
EMAIL LENGTH

- **Subject line:** less than 9 words: 50 characters
- **Content** length: 50 to 125 words
- Average email **attention** grabbing is 5-7 sec
- **Spam Check Tool**



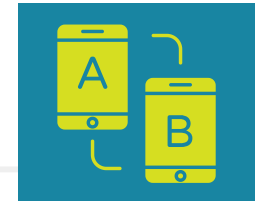
CTA 1-2

- **Awareness:**
 - Learn More | How
- **Considerations**
 - Watch | Share
 - Ask Questions, Polls
- **Conversion**
 - Buy now | Shop Now
 - Sign Up
 - Get Access
 - Join Now
- **Loyalty**
 - Feedback



PLANNING

- **Brief** for every campaign with objectives
- **Campaigns in HubSpot**
- **Workflows**
- **Schedule** ahead
- **Avoid** email blacklist and audience overlap:
 - **Automation**
 - **Journey**
 - **Personalization**
 - **Retarget**



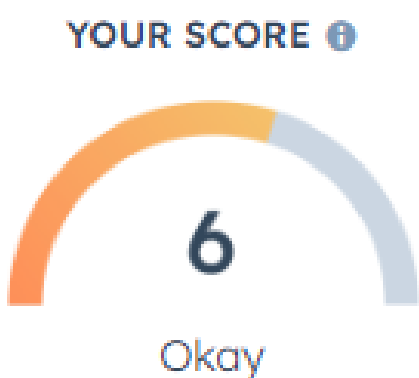
OPTIMIZE CAMPAIGNS WITH A/B TESTING

- **Subject Line**
- **Previews**
- **Copy**
- **CTA**
- **Tone**
- **Emojis (LMRC only)**



Email Health

July 2022 - September 2023

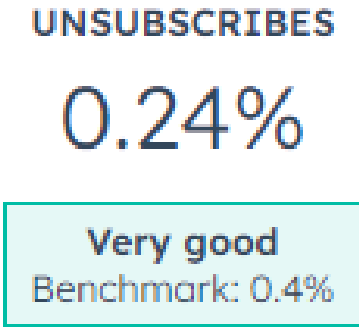
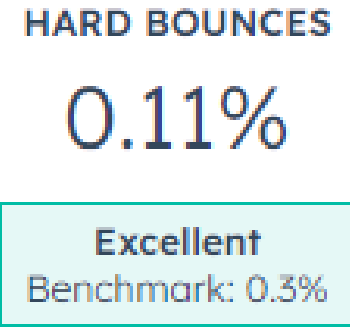
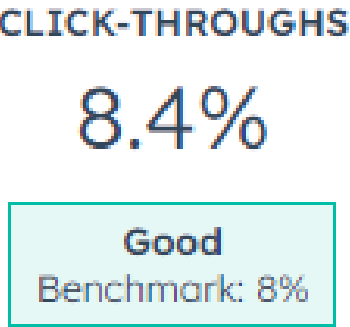
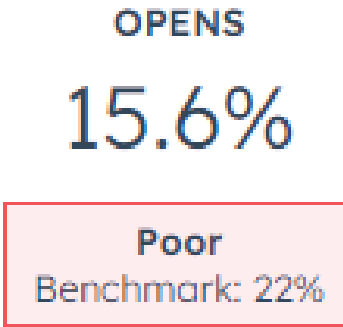


Summary

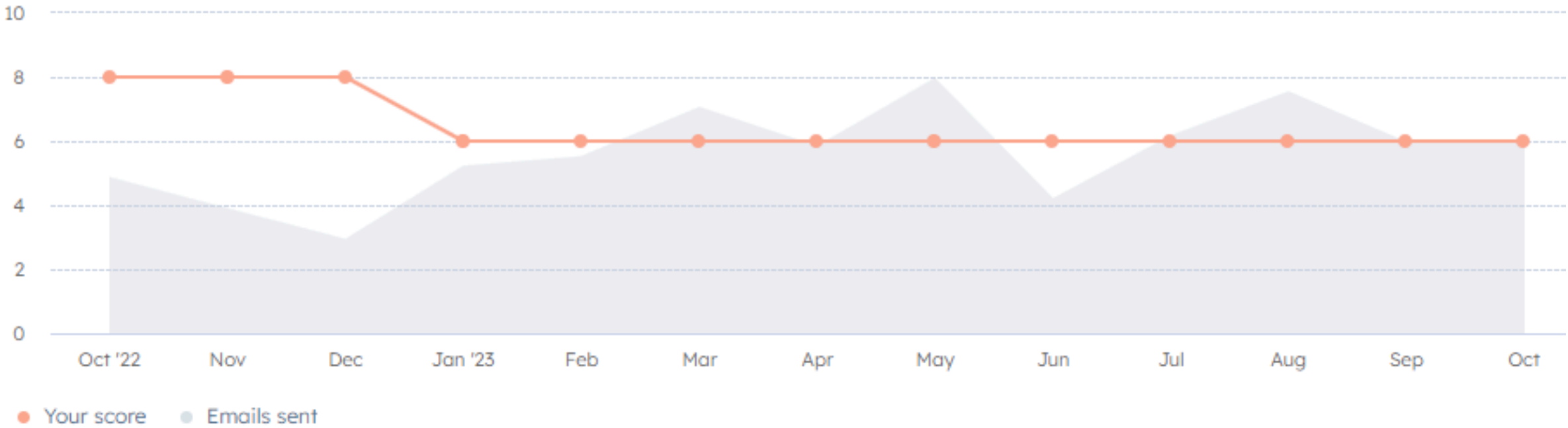
Score over time

Metrics

Opens	Poor
Click-throughs	Good
Hard bounces	Excellent
Unsubscribes	Very good



Score over time



Email KPI

Email KPI

Opens Rate:20%
CTR: 2-4%
Unsubscribes: 0
Form Conversions

Results

- Increased Results:
 - Reduced emails
 - Segmented lists
 - Personalized Messages
 - Automated workflows
 - Increased the open rate by 2.5%
 - Increased CTR by 1.15%

Recipient Engagement

July 2022 - September 2023

SENT	OPEN RATE	CLICK RATE	CLICK-THROUGH RATE
1,925,327	18.21%	1.38%	7.56%
580 Emails	350,193 Opened	26,480 Clicked	-
▼ 47.78%	▲ 2.75%	▲ 0.4%	▲ 1.27%

July 2021 - September 2022

SENT	OPEN RATE	CLICK RATE	CLICK-THROUGH RATE
3,152,738	16.66%	1.07%	6.41%
565 Emails	523,954 Opened	33,601 Clicked	-
▼ 6.97%	▲ 2.47%	▲ 0.32%	▲ 1.14%

Email KPI

Email KPI

Opens Rate:20%
CTR: 2-4%
Unsubscribes: 0
Form Conversions

Results

Increased delivery by 0.8%

Need to improve Unsubscribe
Rate and Spam Rate

Delivery

July 2022 - September 2023

DELIVERED RATE ⓘ
99.86%
1,922,655 Delivered
▲ 0.1%

HARD BOUNCE RATE ⓘ
0.04%
▲ 0.01%

UNSUBSCRIBED RATE ⓘ
0.13%
▲ 0.01%

SPAM REPORT RATE ⓘ
0.01%
▲ < 0.01%

July 2022 - September 2023

DELIVERED RATE ⓘ
99.78%
3,145,900 Delivered
▲ 0.06%

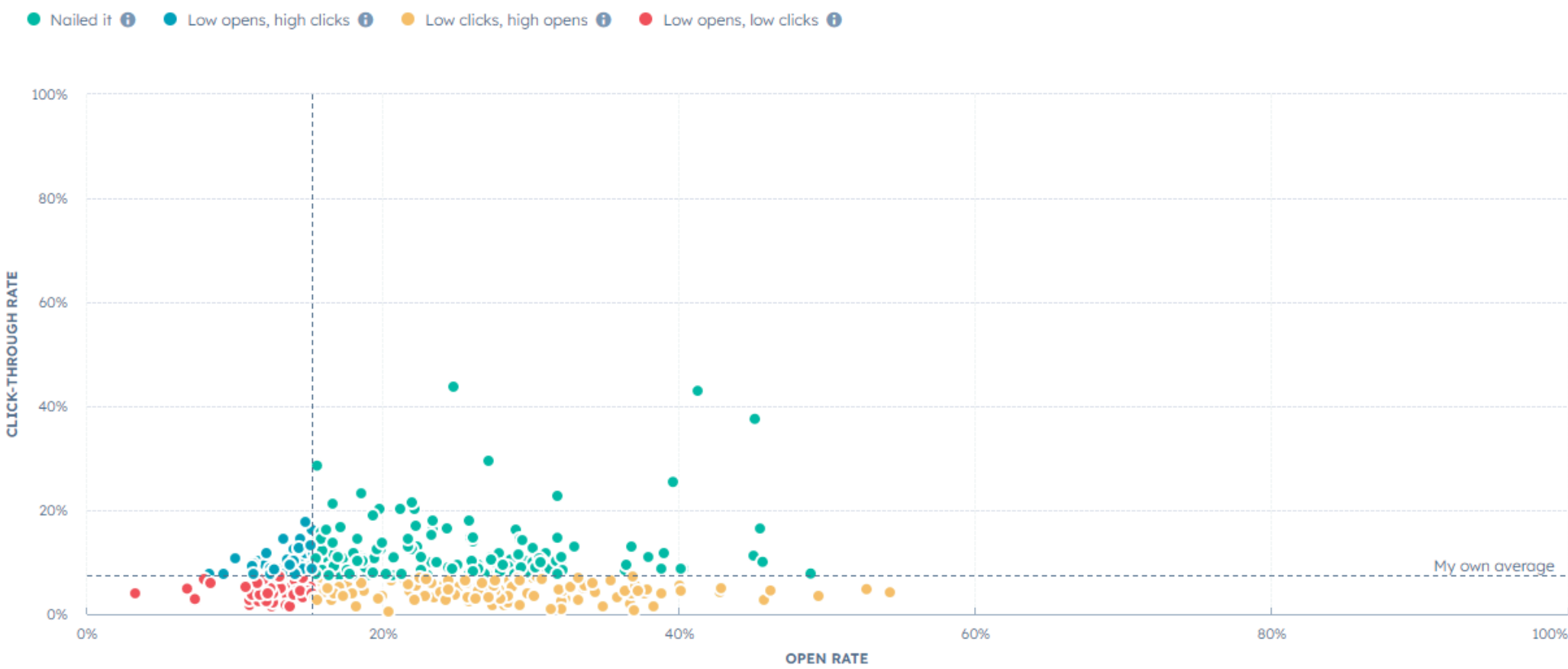
HARD BOUNCE RATE ⓘ
0.03%
▼ 0.03%

UNSUBSCRIBED RATE ⓘ
0.12%
▲ < 0.01%

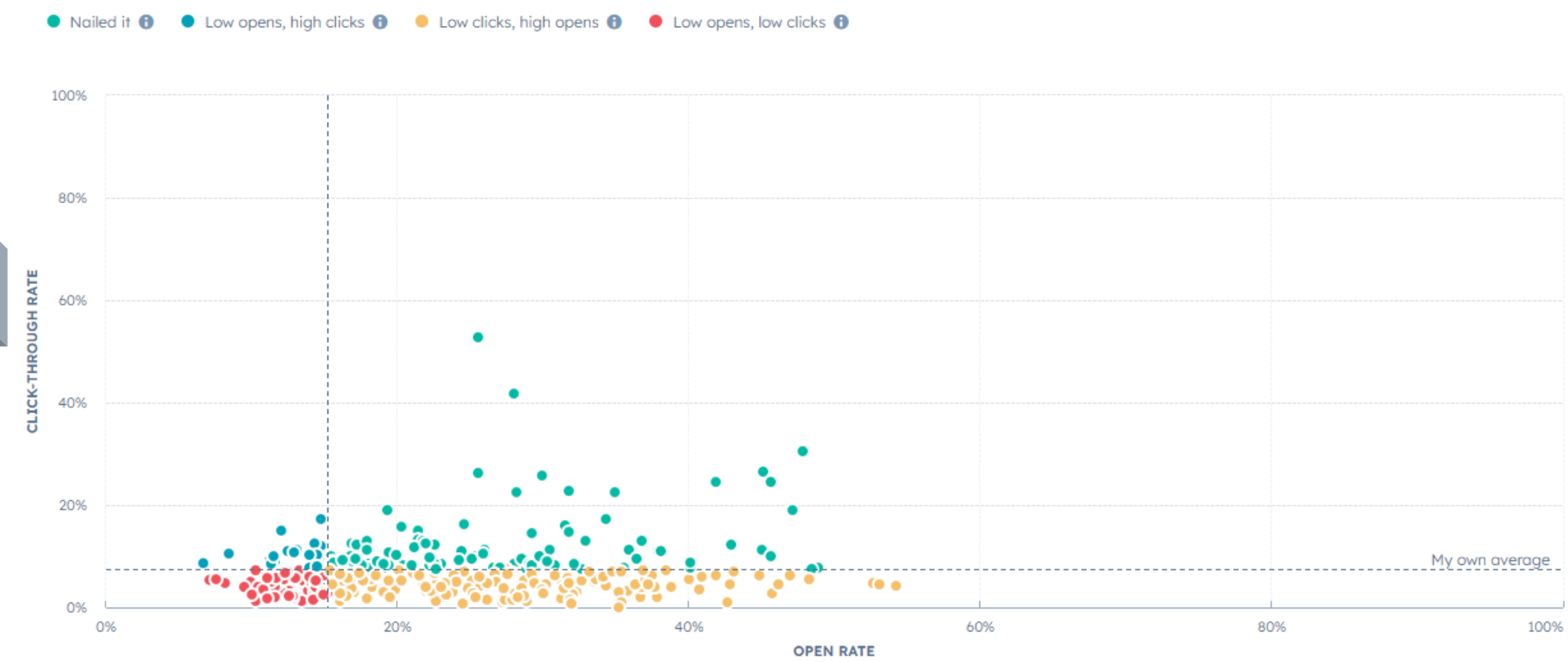
Email KPI

Email Performance Chart

July 2022 - September 2023



July 2021 - September 2022



Email Analysis

July 2022 - September 2023

Key Reasons to Prioritize Small, Segmented, and Precise CTAs in our Inbound Approach

- Effectiveness at a small scale
- Focus on segmented audiences
- Precision in messaging
- Clear and upfront CTAs
- Inbound strategy executed effectively

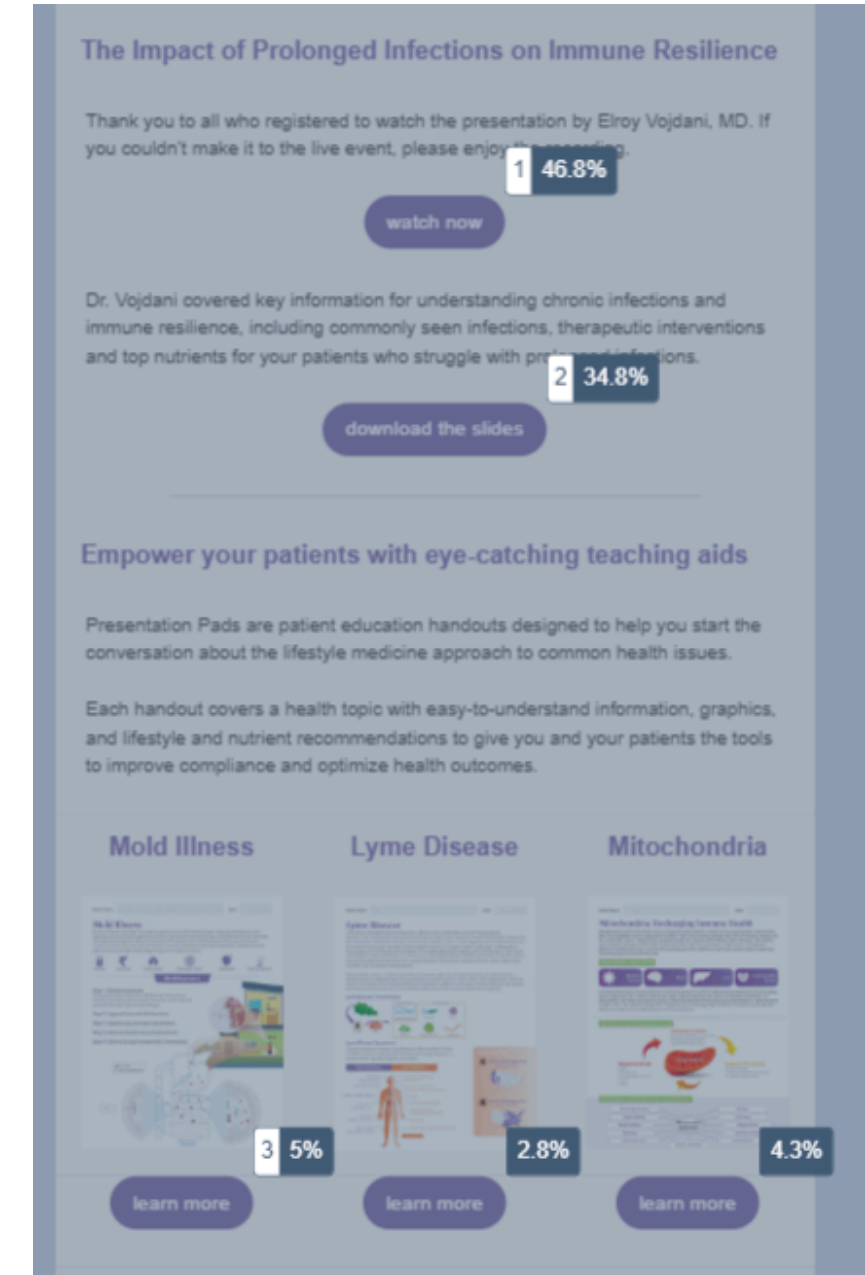
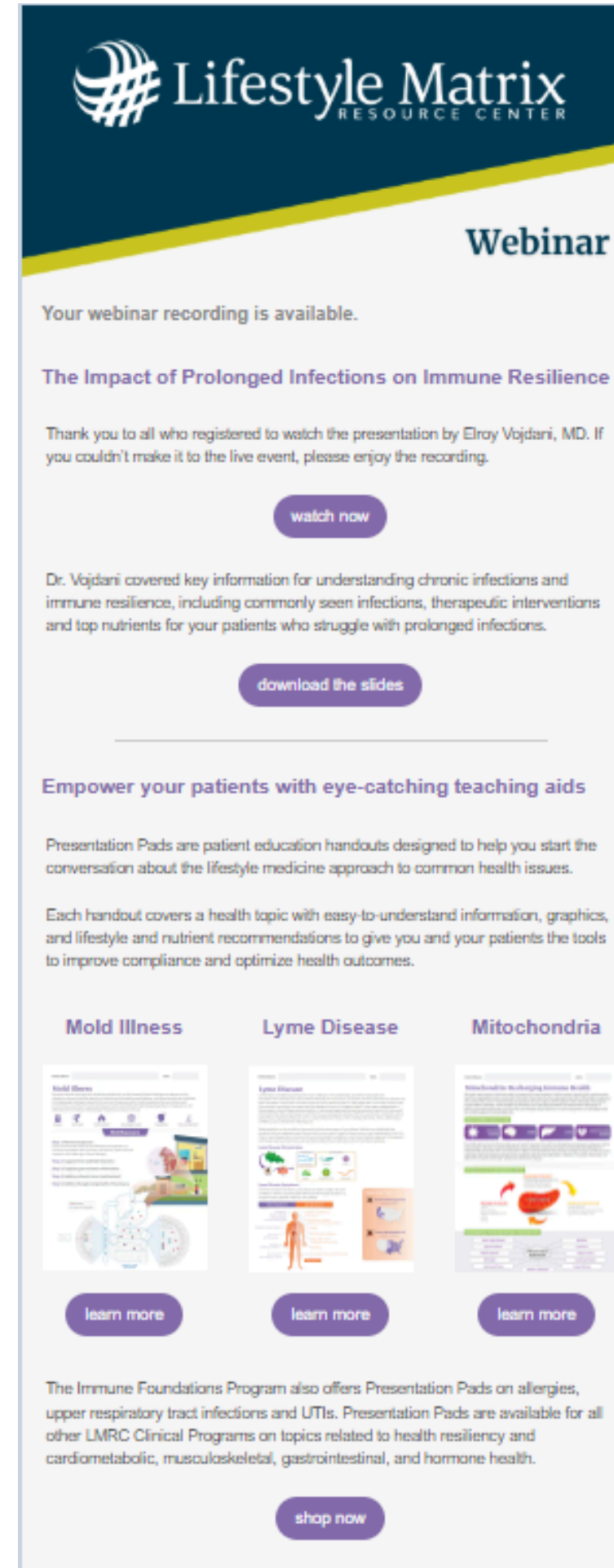
LMRC Webinar

Best Performing Emails

Open Rate 41.29%

Click Rate: 17.74%

Heat Map



Email Analysis

July 2022 - September 2023

Key Reasons to Prioritize Small, Segmented, and Precise CTAs in our Inbound Approach

- Effectiveness at a small scale
- Focus on segmented audiences
- Precision in messaging
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- Inbound strategy executed effectively

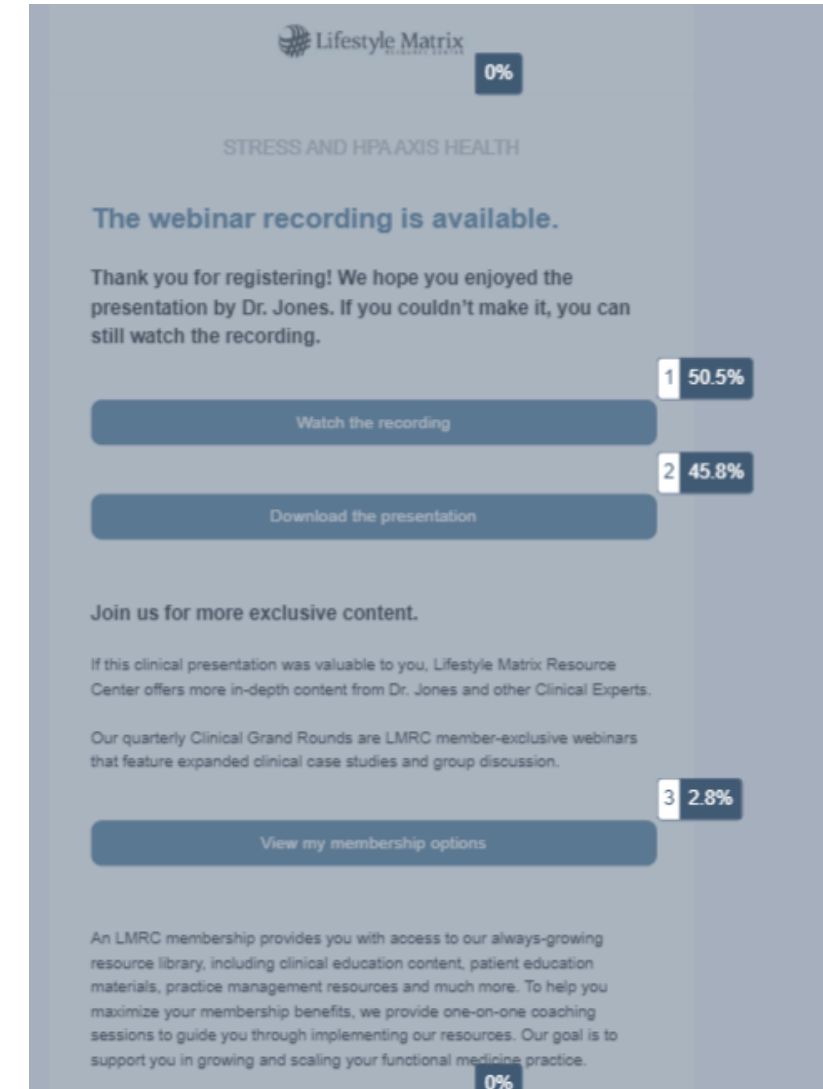
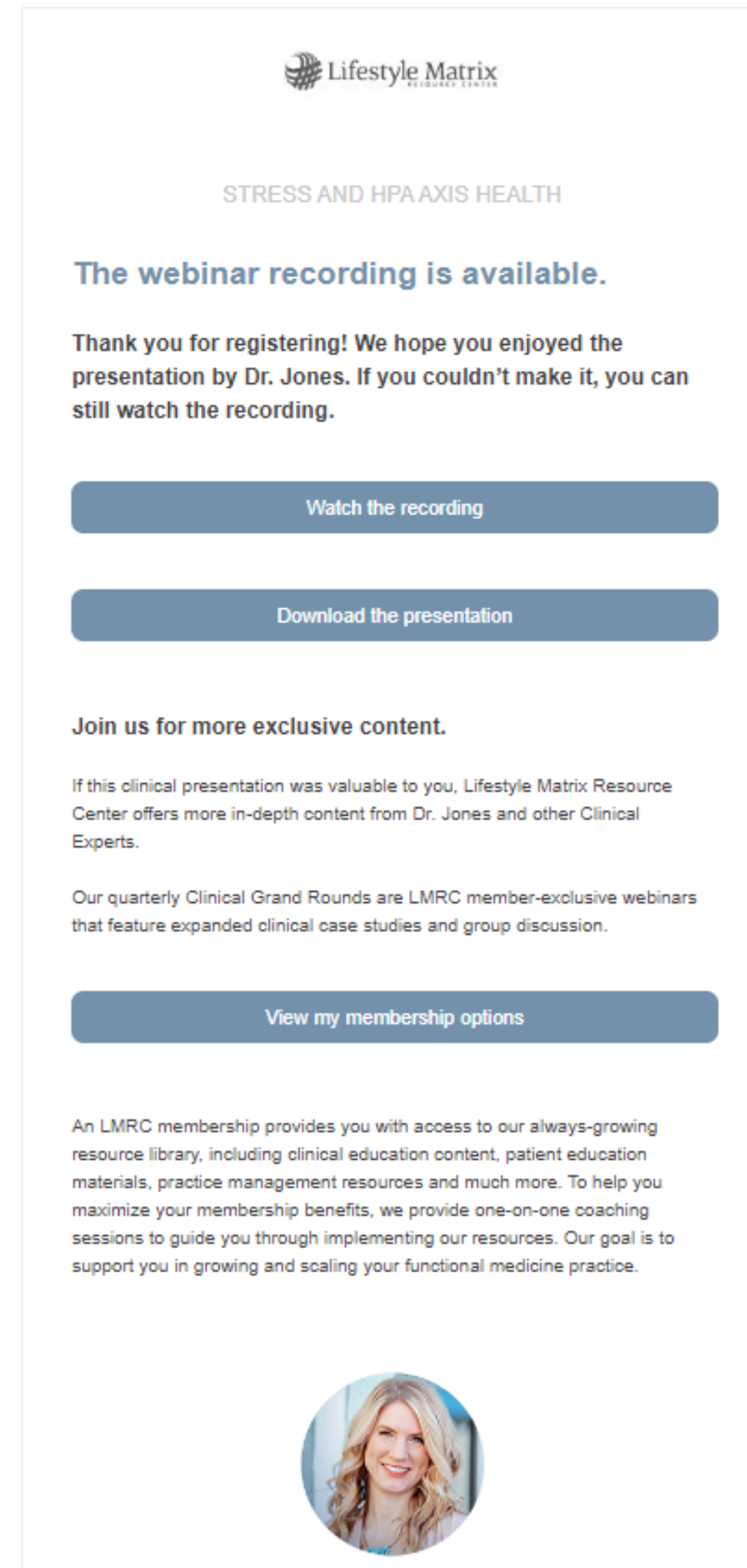
Webinar recording

Best Performing Emails

Open Rate 45.15%

Click Rate: 16.96%

Heat Map



Email Analysis

July 2022 - September 2023

Improving Email Performance Tips:

- Keep the scope small and segment the audience
- Be precise and personable with messaging
- Place Call to Action (CTA) upfront
- Inbound strategies often work best

CORE Restore Blitz

Open Rate 3.2%

Click Rate: 0.13%

Heat Map

Emails that need Performance Improvement



800-332-2351

contactus@ompmail.com
orthomolecularproducts.com

Options to meet your patients' needs

Core Restore® is available in 7- and 14-day kits so you can tailor the program to fit your patients' unique health goals.

Each kit includes:

- A trio of specialized formulas to fuel optimal biotransformation and elimination
- An in-depth patient guide
- Additional resources, such as menus and shopping lists, for nutritional guidance



7-Day Detox Kit

Designed to enhance the body's elimination process

Options to meet your patients' needs

Core Restore® is available in 7- and 14-day kits so you can tailor the program to fit your patients' unique health goals.

Each kit includes:

- A trio of specialized formulas to fuel optimal biotransformation and elimination
- An in-depth patient guide
- Additional resources, such as menus and shopping lists, for nutritional guidance



7-Day Detox Kit

Designed to enhance the body's elimination process

3 14.3%



BUY 12 Core Restore®
7-Day Detox Kits
GET 2 KITS FREE

Use promo code: 23D

1 35.7%

Shop now

Email Analysis

July 2022 - September 2023

Improving Email Performance Tips:

- Keep the scope small and segment the audience
- Be precise and personable with messaging
- Place Call to Action (CTA) upfront
- Inbound strategies often work best
- Reduce the amount of emails

PLMI Recording

Open Rate 7.34%

Click Rate: 0.21%

Heat Map

Emails that need
Performance Improvement

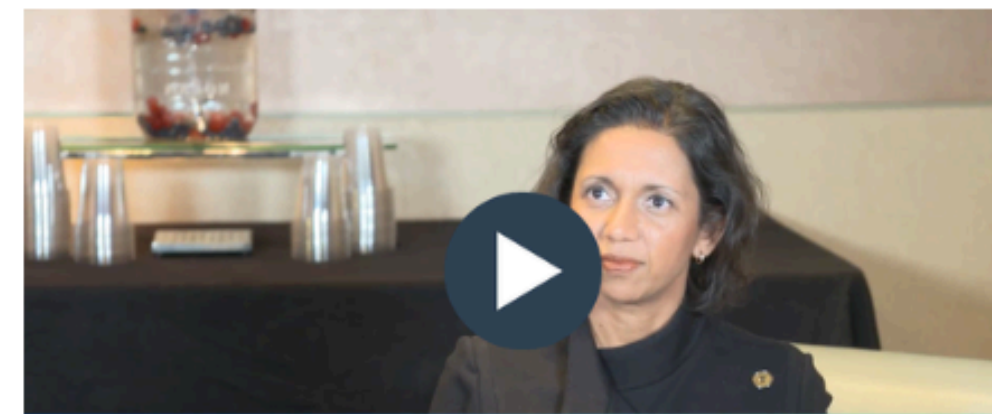
RECORDING AVAILABLE NOW

Cardiometabolic Function: The Intersection Between Neurology, Endocrinology and Immunology



Purchase the exclusive conference content
for clinical pearls and inspiration that will help you
empower your patients and improve health outcomes.

[purchase the recording](#)



Shilpa P. Saxena, MD
Lifestyle Medicine Leader and Group Visit Pioneer

Watch the video to hear what inspires Dr. Shilpa P. Saxena
in her roles as a clinician and health educator.

Cardiometabolic Function: The Intersection Between Neurology, Endocrinology and Immunology

Presented by
Personalized Lifestyle
Medicine Institute

Purchase the exclusive conference content
for clinical pearls and inspiration that will help you
empower your patients and improve health outcomes.

1 56.1%

[purchase the recording](#)



Shilpa P. Saxena, MD
Lifestyle Medicine Leader and Group Visit Pioneer

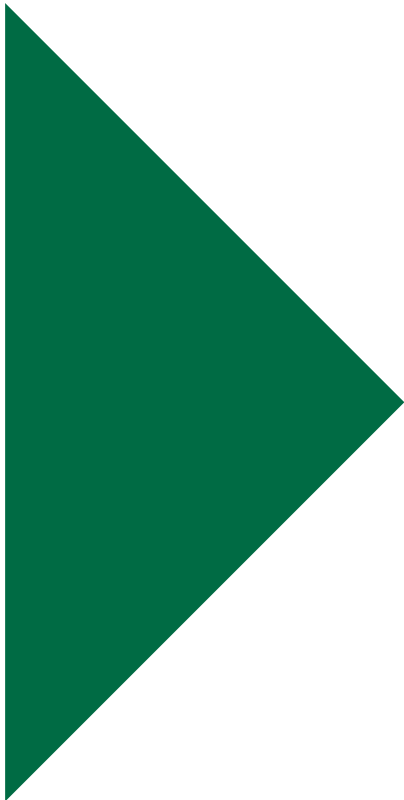
2 29.3%

STRATEGIC RESULTS

10 YR - INTERNATIONAL LAUNCH
- REPUTATION - LOYALTY -
INTEGRATED SYSTEMS



3 YR - GROWTH - CUSTOMER
JOURNEY - COMPETITIVE
ADVANTAGE - MARKETSHARE



Web

Organic Search + Web Objectives

KPI

Sessions
Time on Page
Crawl-ability
LCP (load Speed)
CLS: Visual Stability
Page Authority
Keywords Ranking

SEO

Search Ranking

Improve Functionality + Performance

Security | Web Vitals | Site Speed | Mobile |

Improve User Journey

Appearance and navigation - web updates

Increase Average Time on Page

SEO + WEB KPI

July 2022 - September 2023

Conversion Rate Increased by 2%

July 2021 - September 2022

Web Acquisition

Jul 11, 2022 - Sep 30, 2023

User Type

Device Category

Overview	
Users	Ecommerce Conversion Rate
805,075	11.10%
-7.0% from previous year	84.1% from previous year

Acquisition										
Where are users come from Traffic volumes and engagement							Where are users come from Medium and Browser			
Default Channel Group...	Pageviews	Sessions	Avg. Sessio...	Transactions	Ecommerce Co...	Revenue	Medium	Browser	Pageviews	Revenue
Organic Search	7M	920,605	00:03:20	77,987	8.47%	\$18,273,617.15	organic	Chrome	4.1M	\$13,087,778.73
Direct	3.7M	365,547	00:04:03	67,461	18.45%	\$16,405,559.68	organic	Safari	1.9M	\$2,087,405.98
Email	174.4K	14,174	00:05:31	2,872	20.26%	\$774,380.95	(none)	Chrome	1.9M	\$10,060,389.4
Referral	370.4K	57,714	00:03:13	3,477	6.02%	\$496,656.61	(none)	Safari	1.3M	\$3,450,103.29
(Other)	90.4K	9,435	00:04:33	1,388	14.71%	\$392,965.82	organic	Edge	715.6K	\$2,362,390.55
Social	42.2K	12,929	00:00:57	101	0.78%	\$18,066.69	(none)	Edge	361K	\$1,867,063.16
							referral	Chrome	219.3K	\$333,861.04

Web Acquisition

Jul 12, 2021 - Sep 30, 2023

User Type

Device Category

Overview	
Users	Ecommerce Conversion Rate
1,502,380	8.28%
-8.4% from previous year	33.2% from previous year

Acquisition										
Where are users come from Traffic volumes and engagement							Where are users come from Medium and Browser			
Default Channel Group...	Pageviews	Sessions	Avg. Sessio...	Transactions	Ecommerce Co...	Revenue	Medium	Browser	Pageviews	Revenue
Organic Search	13.4M	1,731,283	00:03:15	110,117	6.36%	\$23,990,354.56	organic	Chrome	8M	\$17,228,419.52
Direct	7M	702,462	00:03:52	93,715	13.34%	\$21,430,447.76	organic	Safari	3.7M	\$2,700,776.19
Email	450.4K	38,022	00:05:02	4,646	12.22%	\$1,145,452.02	(none)	Chrome	3.5M	\$13,144,612.08
Referral	588.1K	84,030	00:03:28	4,528	5.39%	\$643,985.4	(none)	Safari	2.4M	\$4,570,382.93
(Other)	99K	10,533	00:04:27	1,499	14.23%	\$414,745.68	organic	Edge	1.3M	\$3,188,295.03
Social	79.5K	24,494	00:00:52	117	0.48%	\$21,999.51	(none)	Edge	601.5K	\$2,370,032.7
Paid Search	5	3	00:00:00	0	0%	\$0	organic	Firefox	385.9K	\$597,963.59

SEO + WEB KPI

July 2022 - September 2023

Bounce Rate decreased

July 2021 - September 2022

Web Behavior

Jul 11, 2022 - Sep 30, 2023

User Type

Device Category

Overview				
Users	Sessions	Avg. Time on Page	Bounce Rate	% Exit
805,075	1,380,404	00:00:28	0.94%	12.09%
↓ -7.0% from previous year	↓ -6.5% from previous year	↑ 3.0% from previous year	↓ -45.8% from previous year	↑ 1.4% from previous year
			the only one of the session	last in the session

Web Behavior

Jul 12, 2021 - Sep 30, 2022

User Type

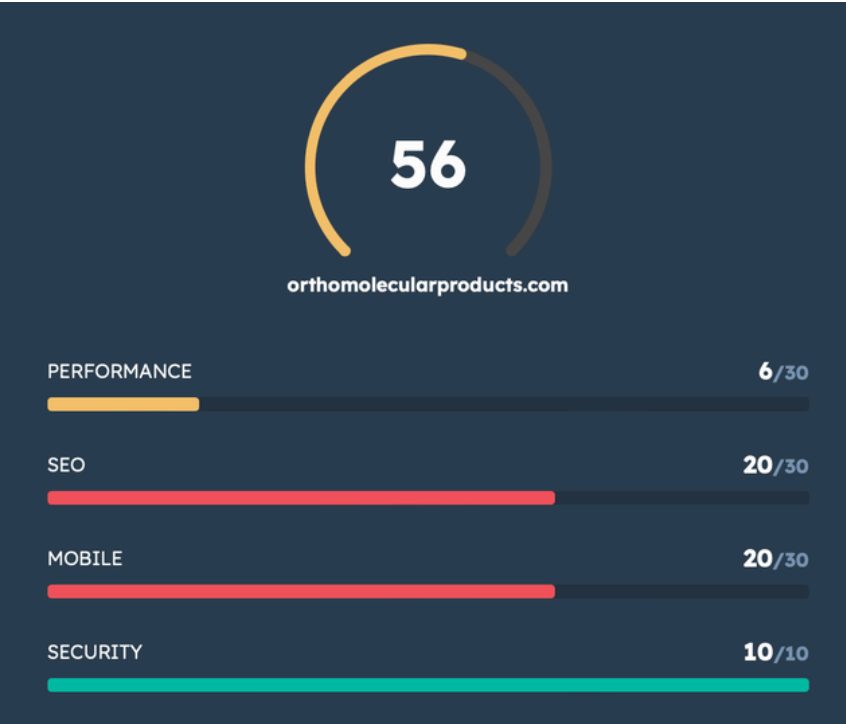
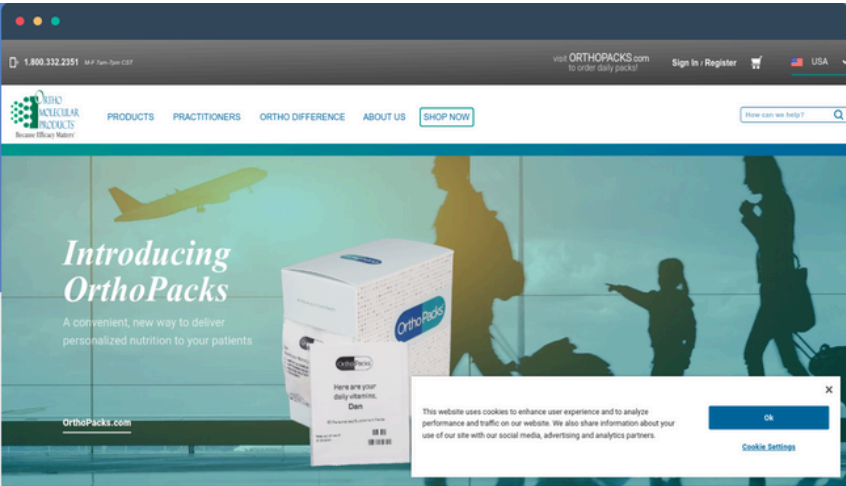
Device Category

Overview				
Users	Sessions	Avg. Time on Page	Bounce Rate	% Exit
864,738	1,475,332	00:00:27	1.70%	11.91%
↓ -9.1% from previous year	↓ -4.2% from previous year	↑ 16.5% from previous year	↓ -71.6% from previous year	↑ 3.8% from previous year
			the only one of the session	last in the session

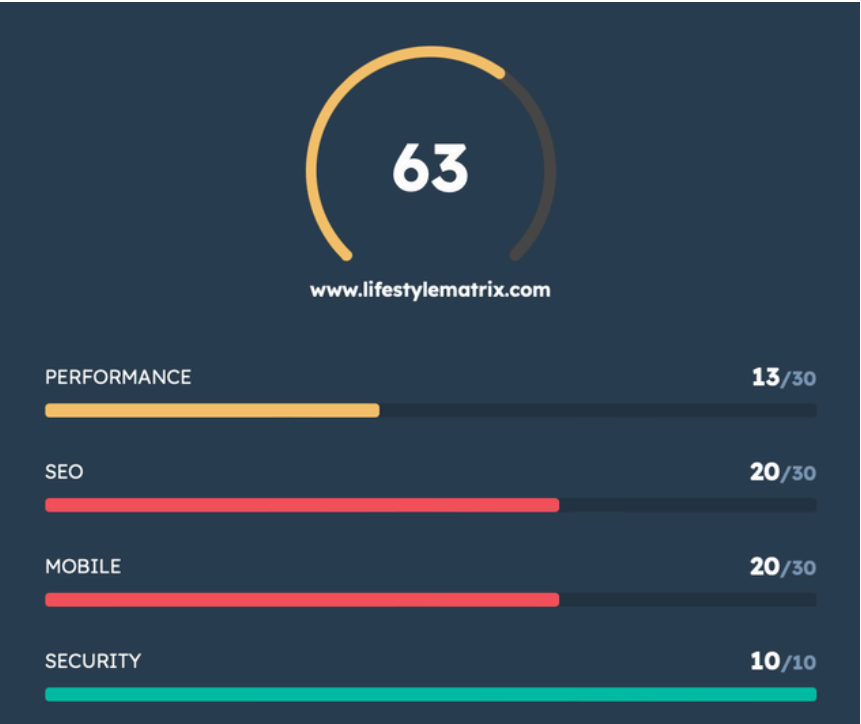
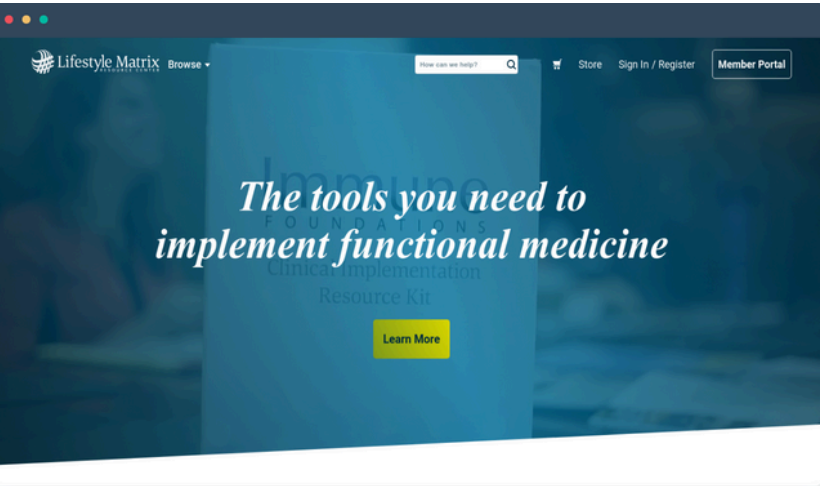
Website Grader

Overall performance needs improvement, and reduce site speed fpr an optimal User Experience

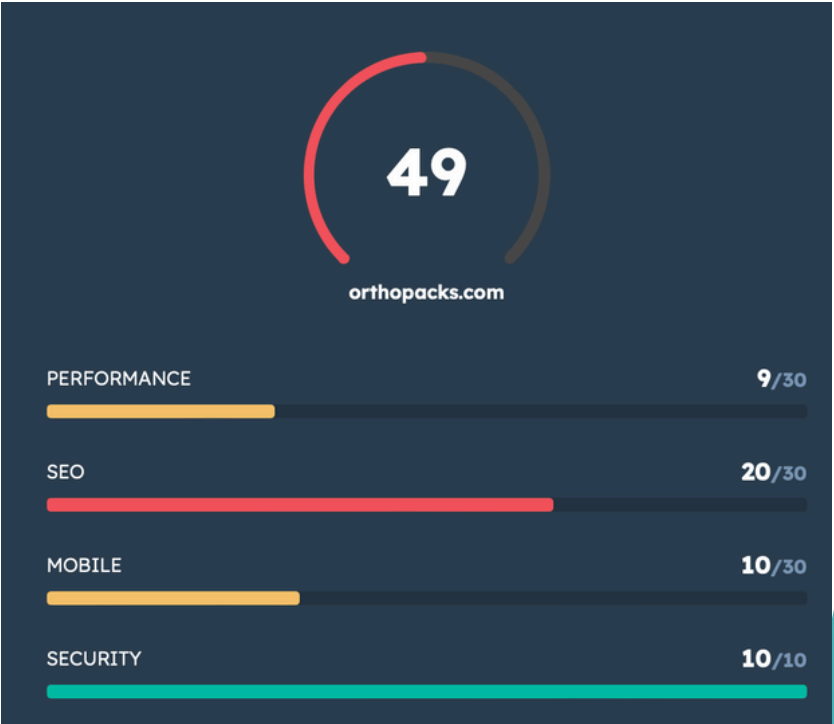
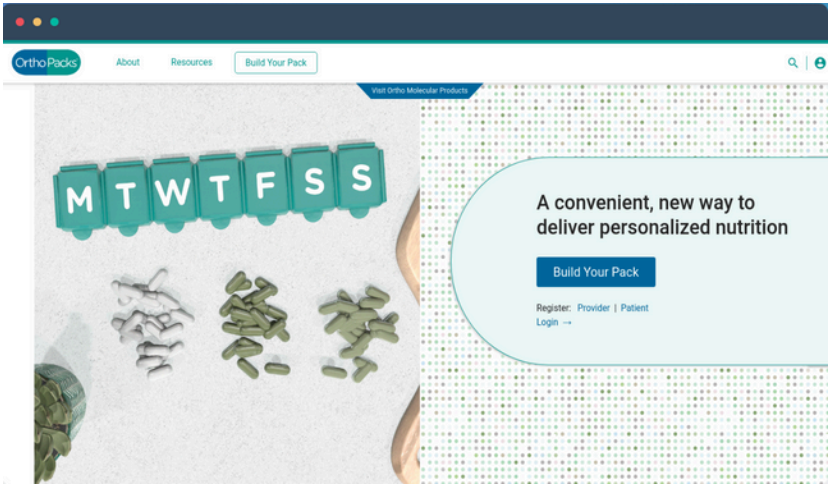
Ortho



LMRC



OrthoPacks

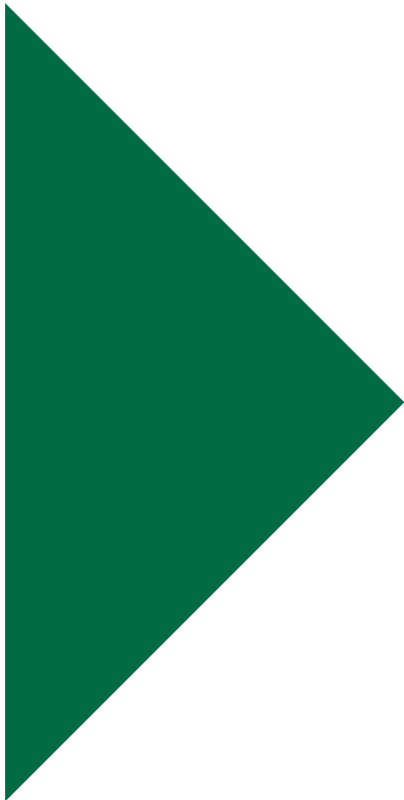


STRATEGIC RESULTS

10 YR - INTERNATIONAL LAUNCH
- REPUTATION - LOYALTY -
INTEGRATED SYSTEMS



3 YR - GROWTH - CUSTOMER
JOURNEY - COMPETITIVE
ADVANTAGE - MARKETSHARE



Forms

Form Analysis

July 2022 - September 2023

- Significant Increase of views
- Integrated with other channels
- Connected to marketing HubSpot Campaigns
- Increase of submissions

July 2021 - September 2022

VIEWS
19,710
▲ 12.7%

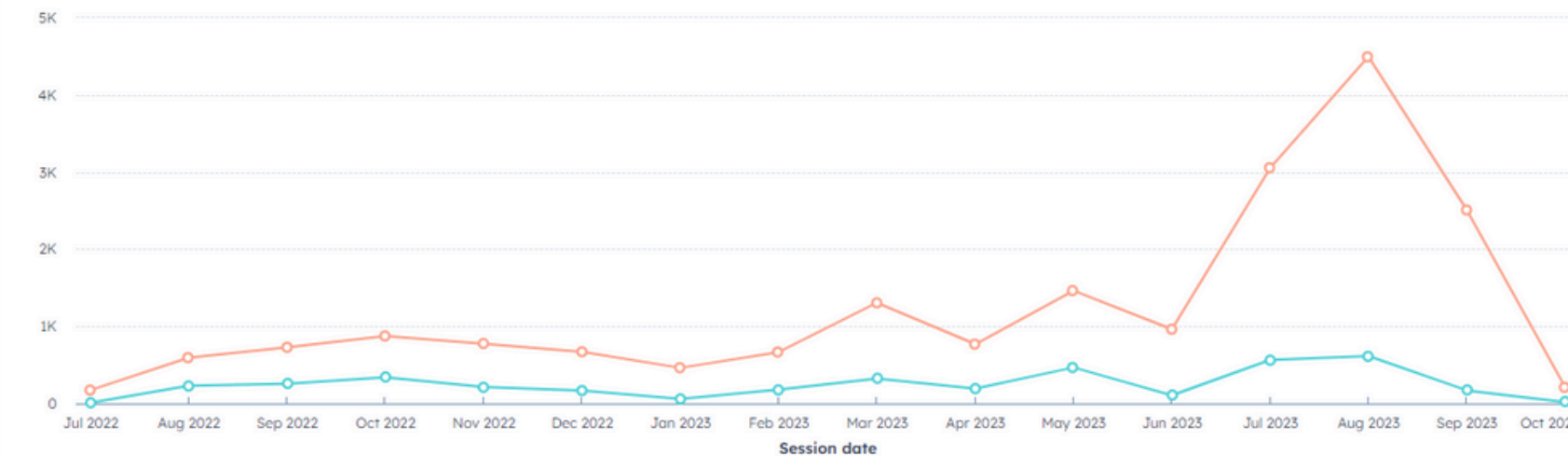
CONVERSION RATE
19.79%
▼ 70.6%

SUBMISSIONS
3,901
▼ 66.86%

Total form submissions over views

Date range: From 7/11/2022 to 10/3/2023 | Frequency: Monthly

○ Views ○ Submissions



[Save report](#)

VIEWS
14,439
▼ 9.71%

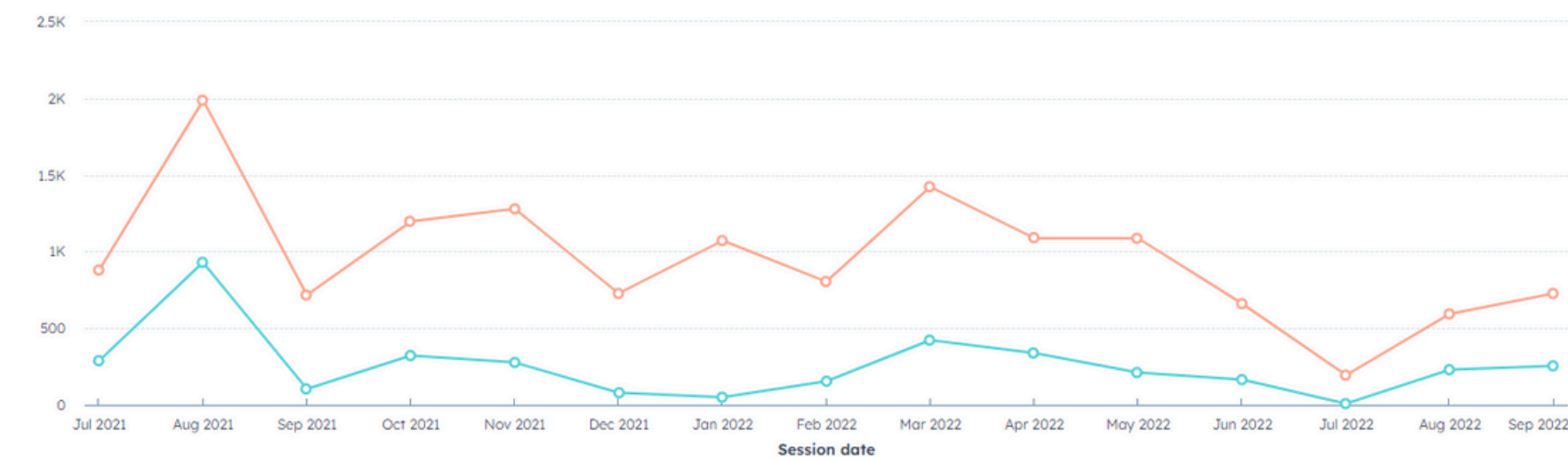
CONVERSION RATE
26.58%
▼ 93.41%

SUBMISSIONS
3,838
▼ 94.05%

Total form submissions over views

Date range: From 7/12/2021 to 9/30/2022 | Frequency: Monthly

○ Views ○ Submissions



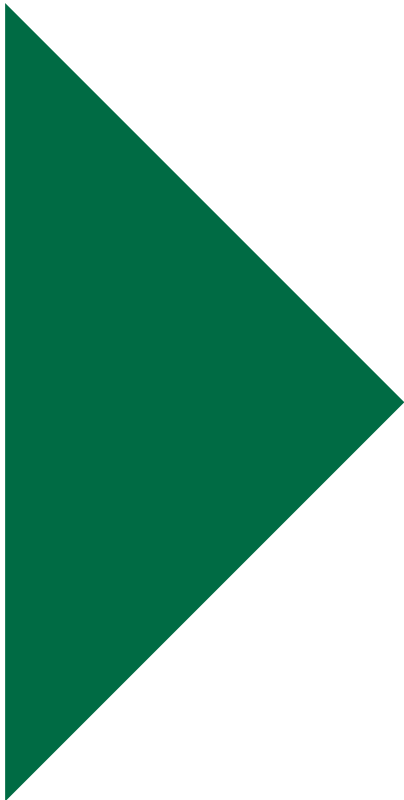
[Save report](#)

STRATEGIC RESULTS

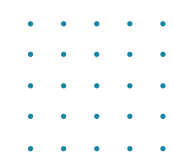
10 YR - INTERNATIONAL LAUNCH
- REPUTATION - LOYALTY -
INTEGRATED SYSTEMS



3 YR - GROWTH - CUSTOMER
JOURNEY - COMPETITIVE
ADVANTAGE - MARKETSHARE



Campaigns



Product Launch

Canada | US

- Marketing Channels: email | web | social
- Objectives:
 - Email: Open Rate: 20%
 - Web: CTR: 4%
 - Social: ER: 4%

[Product Launch US]

1st initial awareness email prior to phases start
4 Phases
12 mo. campaign
3 mo. each

- Propose:
 - Reduce email to 3 (apply marketing funnel)
 - Apply A/B testing:
 - Subject Line
 - Emoji/No emoji
 - Tone/Personality
 - CTA (color, design, etc)
 - Email Content
 - Personalization (salutation) - once data is clean

Email 1- Launch

New Product Launch Promotion and Sales Contest

Goal: Maximize penetration
Target Audience: All active customers
Note: Product main focus | 3/4 bullet points - Clinical Applications
Louie working closely with Mark G. and John H. during the release.
Channels: Sell Sheet| Email | Web (landing page + banner)
Banner + Web + email: Go live on the day of the launch
Emails: 1

Objectives:
Email 1: Increase Awareness: benefits, product information + Conversions
CTA: learn more
KPI: Open Rate: 20%
KPI: CTR 2-4%

	JAN/FEB	MARCH/APRIL	MAY/JUNE	JULY/AUGUST
US	UA-X Pro HepatoCORE 0753 -3/3 Glycocalyx 0703 - 2/21	Vessel Max 0818 4/3	HiPhenolic 0917 5/16 Cere Vive Jr. 0134 5/25	Orthomega V 0876? July - pstponed to 2024
CA	Indigo Greens Reacted Iron Feb 6th	Saccharomyces Boulardii 3/13	xx	xxx

Product Launch Jan/Feb

US: UA-X Pro

● Marketing Channels: email | web | social

● Objectives:

● Email: Open Rate: 20%

● Web: CTR: 4%

● Social: ER: 4%

Email: CTR: 1.92%

Email: Open Rate 16%

Uric Acid Protection

Full-strength, full-spectrum support to help maintain normal inflammatory balance and optimal uric acid levels



NEW

learn more

How UA-X Pro Supports Optimal Uric Acid Levels

-  **Blocks**
Strong xanthine oxidase inhibition
-  **Protects**
Powerful antioxidant protection
-  **Promotes**
Promotes efficient excretion of uric acid

UA-X Pro Pathway Support

UA-X Pro combines the power of vitamin C, tart cherry, quercetin, luteolin, celery seed extract and apple polyphenols to inhibit uric acid production, protect from free radical stress and increase uric acid excretion.



learn more

> Emails (1)

SENT
10,265

UNIQUE OPENS
1,712

UNIQUE CLICKS
197

> Social posts (1)

FACEBOOK CLICKS
0

TWITTER CLICKS
0

LINKEDIN CLICKS
19

Social ER: 8.6%



Ortho Molecular Products
12,053 followers
3mo •

We're excited to announce the newest product in our cardiovascular line, UA-X Pro! This powerful formula is designed for patients who want to minimize uric acid and optimize cardiovascular wellness. Learn more: <https://hubs.la/Q01yc9Dp0>

Uric Acid Protection





Blocks
Strong xanthine oxidase inhibition



Protects
Powerful antioxidant protection



Promotes
Promotes efficient excretion of uric acid

44

9 reposts

**Product Launch
Jan/Feb**

US: HepatoCORE



Email: Open Rate 15.64%

Email: CTR 2.49%

Social ER: 7.43%


Ortho Molecular Products
Published

Actions

We're excited to announce the launch of HepatoCORE, a targeted formula that helps support liver fat clearance and promote cardiometabolic health.

Learn more: <https://hubs.la/Q01D59tF0>

#cardiovascular #cardiometabolic



Broad-spectrum support for optimal liver function

The targeted blend of aged black garlic extract, bergamot orange extract and artichoke extract helps support liver fat clearance and promote cardiometabolic health.

Featured images not displaying correctly? Find out how to troubleshoot the issue. [Learn more](#)

Published at Mar 2, 2023 10:07 AM Created by You Via HubSpot Web

URL <https://hubs.la/Q01D59tF0>

Campaign **[Product Launch] HepatoCORE 0753** Edit

LIKES 43	COMMENTS 0	SHARES 7	HUBSPOT TRACKED CLICKS  16
NETWORK TRACKED CLICKS  50	IMPRESSIONS 1,355		

Web: 349 Sessions

HepatoCORE

SKU: 163060

HepatoCORE delivers broad-spectrum support for optimal liver function and fat metabolism. HepatoCORE also assists in maintaining healthy blood pressure and cholesterol levels.

60 CT

log in

[Product Overview](#)
[Benefits](#)
[Supplement Facts](#)
[Practitioner Resources](#)

Clinical Applications

- Supports Healthy Liver Function and Fat Metabolism
- Enhances Liver Lipid Clearance
- Protects the Liver from Toxins and Oxidative Stress
- Helps Maintain Healthy Blood Pressure Levels

The liver is a major metabolic organ in the body with more than 500 vital functions that have been identified. In fact, the liver regulates most chemical levels in the blood and holds about one pint (13%) of the body's blood supply at any given moment. Some of the more well-known functions of the liver include production of certain proteins for blood plasma, production of cholesterol and lipoproteins to help carry fats through the body,

Product Launch Jan/Feb

CA: Indigo Greens

● Marketing Channels: email | web | social

● Objectives:

● Email: Open Rate: 20%

● Web: CTR: 4%

● Social: No social posts for Canada

> Emails (1)

SENT
286

UNIQUE OPENS
89

UNIQUE CLICKS
13

Email: CTR 4.55%
Email: Open Rate 31.12%

**Concentrated,
colorful nutrition**

The diverse blend of organic berries, vegetables and greens in Indigo Greens helps fill dietary gaps for your patients.



NEW

[learn more](#)

- ✓ Builds antioxidant reserves
- ✓ Protects the body from free radical damage
- ✓ Supports patients following a low-FODMAP diet

Web NEED analytics



PRODUCTS

PRACTITIONERS

ORTHO DIFFERENCE

SHOP NOW

How can we help?

Sign In / Register



Indigo Greens Powder

SKU: 613060

Indigo Greens combines concentrated, organic fruits and berries with a vegetable antioxidant blend to help build antioxidant reserves and protect the body from free radical damage.

30 SERVINGS 60 SERVINGS

[Log in](#)

Product Overview Benefits Supplement Facts Practitioner Resources

Clinical Applications

- Provides Full-Spectrum Superfoods
- Contains Concentrated, Organic Berries, Vegetables and Greens
- Organic Ingredients, FODMAP-Compliant, No Added Sugar

The USDA's "MyPlate" program recommends that adult men and women load up 50% of their dinner plate with fruits and vegetables. Sadly, more than half of Americans are not consuming this amount on a daily basis. While most American's know that fruits and vegetables are packed with nutrients, antioxidants and

[LOAD MORE](#)

Product Launch
Jan/Feb

CA: Reacted Iron

- Marketing Channels: email | web | social
- Objectives:
 - Email: Open Rate: 20%
 - Web: CTR: 4%
 - Social: ER: 4%

> Emails (1)

SENT
284

UNIQUE OPENS
98

UNIQUE CLICKS
15

> Traffic ⓘ

VIEWS
28

NEW VISITOR SESSIONS
21

CONTACTS (FIRST TOUCH)
0

Email: CTR 5.28%
Email: Open Rate 34.51%

WEB: Need WEB

The key to
maintaining healthy
iron levels

Reacted Iron is formulated using
the amino acid chelate form, iron
bisglycinate, for enhanced absorption
and gastrointestinal comfort.



NEW

learn more

- ✓ Helps to prevent iron deficiency anemia
- ✓ Helps with the formation and function of red blood cells
- ✓ Helps pregnant women meet recommended intake for iron when taken in conjunction with a healthy diet

shop now



PRODUCTS

PRACTITIONERS

ORTHO DIFFERENCE

SHOP NOW

How can we help?

Sign In / Register



Reacted Iron

SKU: 259060

Reacted Iron includes high-concentration,
gentle iron to support energy production and
a variety of other protocols.

60 CT

Log in

Product Overview Benefits Supplement Facts Practitioner Resources

Clinical Applications

- Provides Safe, Highly-Absorbed Iron for a Variety of Protocols
- High-Concentration Iron for Energy Support
- Supports Oxygen Transport and Energy Production

Iron is one of the most abundant minerals on earth. It is essential to the majority of life forms, especially human physiology. Iron supports prenatal and cognitive health, as well as energy balance.

Iron is an integral component of the proteins involved in oxygen transport and storage: hemoglobin, myoglobin and ferritin. Iron, as part of the protein hemoglobin, carries oxygen from the lungs to various parts of the body.

LOAD MORE

PRODUCT AWARENESS

2023 Schedule
Promo

	JAN/FEB	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPT/OCT	NOV/DEC
US	BioPC Pro/MitoCORE (CSR Upsell: L- Glutathione)	<u>Myco Active</u> 0785 (CSR Upsell: Melatonin)	CollaGEN 0789 (CSR Upsell: Cosmedix)	InflammaCORE (CSR Upsell: DG Protect)	Vitamin K Family (CSR Upsell: Lipitrol OX)	Fiber-Plus (CSR Upsell: Super Aloe) Dygetzyme-V
CA	MitoCORE 0781	<u>Wholemune</u> <u>0787</u>	CollaGEN	InflammaCORE	Vitamin K Family	Fiber-Plus Dygestzyme - V

PRODUCT AWARENESS NURTURE

2023 Schedule
Promo

	JAN/FEB	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPT/OCT	NOV/DEC
US	Thyrotain - 0853	BioPC Pro/MitoCORE - 0855	MycoActive	CollaGEN	InflammaCORE	Vitamin K Family

US

Product Awareness

Products:
BioPC Pro/MitoCORE

Marketing Channels: email | web

Objectives:

- Email: Open Rate: 15.91%
- Web: CTR: 0.64%

Overview

SESSIONS ⓘ		NEW CONTACTS (FIRST TOUCH) ⓘ		INFLUENCED CONTACTS ⓘ	
293		0		2,006	
> Emails (5)		UNIQUE CLICKS		SENT	
		358		30529	
> Traffic ⓘ		VIEWS		CONTACTS (FIRST TOUCH)	
		382		0	
		NEW VISITOR SESSIONS			
		257			

Emails

Increase Awareness



BioPC Pro and MitoCORE® provide dual support for increased mitochondrial output and longevity.



Increase Awareness



1 Rebuild Membranes
Because the electron transport chain resides in the mitochondrial membrane, all mitochondrial energy production is dependent on the health and fluidity of the membrane. The full-spectrum phospholipid blend in BioPC Pro helps seal and rebuild mitochondrial membranes to drive maximum ATP production.



Refuel Mitochondria



Increase Consideration

Buy 12 bottles of BioPC Pro, get 2 free with promo code: BIOCORE
Buy 12 bottles of MitoCORE®, get 2 free with promo code: BIOCORE

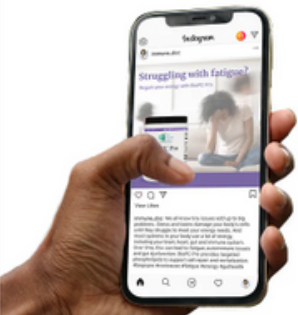
Promote BioPC Pro and MitoCORE® to your patients

Educate your patients on mitochondrial health and the dual benefits of comprehensive supplementation with ready-to-share marketing materials.



1 Rebuild Membranes

social media



Increase Conversions

Buy 12 bottles of BioPC Pro, get 2 free with promo code: BIOCORE

Buy 12 bottles of MitoCORE®, get 2 free with promo code: BIOCORE

Dual support for mitochondrial health

BioPC Pro and MitoCORE® provide dual support for increased mitochondrial output and longevity.

Buy 12 and get 2 free*
promo code: BIOCORE

order now



MITO
MAXILAR
PRODUCTS

US

Product Awareness
Nurture

Products:
BioPC Pro/MitoCORE

Marketing Channels: email | web

Objectives:

- Email: Open Rate: 26%
- Web: CTR: 1.5%

Overview

SESSIONS ⓘ	NEW CONTACTS (FIRST TOUCH) ⓘ	INFLUENCED CONTACTS ⓘ
75	0	134

> Emails (4)	UNIQUE CLICKS 19	UNIQUE OPENS 308	SENT 1259
> Traffic ⓘ	VIEWS 75	NEW VISITOR SESSIONS 75	CONTACTS (FIRST TOUCH) 0

Emails

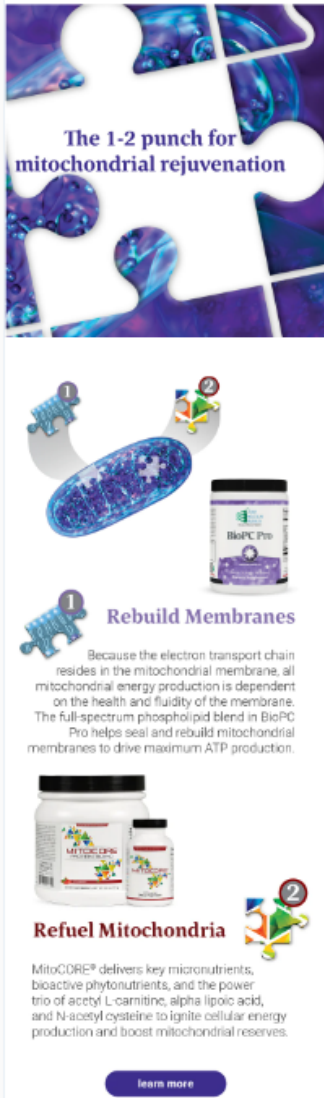
Increase Awareness



Increase Consideration



Increase Conversions



CAN

Product Awareness

Products: MitoCORE

Marketing Channels: email | web

Objectives:

- Email: Open Rate: 31%
- Web: CTR: 2.47%

Overview

SESSIONS ⓘ

22

NEW CONTACTS (FIRST TOUCH) ⓘ

0

INFLUENCED CONTACTS ⓘ

128

> Emails (3)

UNIQUE CLICKS

22

UNIQUE OPENS

269

SENT

866

> Traffic ⓘ

VIEWS

43

NEW VISITOR SESSIONS

12

CONTACTS (FIRST TOUCH)

0

Emails

Increase Awareness

Buy 12 and get 2 free* on your next order, with promo code MITOCAN

All systems depend on adequate energy

MitoCORE jumpstarts cellular energy production to support your patients' immune, cardiovascular and nervous system health.

[Learn more](#)



Lifestyle factors deplete your patients' energy reserves

- ✗ lack of sleep
- ✗ stress
- ✗ poor nutrition

[Learn more](#)

To refuel cellular energy production, your patients need adequate nutritional cofactors.

MitoCORE provides the key micronutrients to boost mitochondrial reserves and jumpstart cellular energy production.



Increase Awareness

Buy 12 and get 2 free* on your next order, with promo code MITOCAN

Increase Energy at the Cellular Level

MitoCORE is formulated, based on published research, to boost mitochondrial reserves and jumpstart cellular energy production.

[Learn more](#)



Energy Essentials

MitoCORE is a comprehensive nutritional strategy that contains:

- ✓ micronutrients
vitamins, minerals and enzyme cofactors
- ✓ antioxidants
N-acetyl cysteine and alpha lipoic acid
- ✓ phytonutrients
green tea and resveratrol

[Learn more](#)

Increase Conversions

Buy 12 and get 2 free* on your next order, with promo code MITOCAN

Increase energy at the cellular level

MitoCORE provides the vitamins, minerals and antioxidants your patients need to increase cellular energy output and meet daily nutritional needs.

[Order now](#)



Also available as a protein blend



[Order now](#)

US

Product Awareness

Products:
MycoActive

Marketing Channels: email | web

Objectives:

- Email: Open Rate: 15.11%
- Web: CTR: 4.79%

Overview

SESSIONS ⓘ		NEW CONTACTS (FIRST TOUCH) ⓘ		INFLUENCED CONTACTS ⓘ	
402		0		2,395	
> Emails (5)		UNIQUE CLICKS	UNIQUE OPENS	SENT	
		278	5499	36961	
> Traffic ⓘ		VIEWS	NEW VISITOR SESSIONS	CONTACTS (FIRST TOUCH)	
		419	389	0	

Emails

Increase Awareness

Buy 12 and get 2 free* on your next order with promo code: MYCOA23

Upgrade your immune support

MycoActive features a powerful combination of six mushroom extracts for advanced immune support.



learn more

5 benefits of MycoActive for your patients:

- 1 Modulates and strengthens the immune response
- 2 Reduces fatigue
- 3 Improves stress resilience
- 4 Helps maintain normal inflammatory balance
- 5 Helps train the immune system to eliminate unwanted organisms

learn more

Increase Consideration

Buy 12 and get 2 free* on your next order with promo code: MYCOA23

Promote MycoActive to your patients

Educate your patients on immune health and the benefits of the whole mushroom powders and extracts in MycoActive with ready-to-share marketing materials.

share the video



social media



Increase Conversions

Buy 12 and get 2 free* on your next order with promo code: MYCOA23

Upgrade your immune support

MycoActive provides a powerful combination of six mushroom extracts and whole-mushroom powders for adaptive, intelligent immune support.

Buy 12 and get 2 free*
promo code: MYCOA23

order now



Increase Conversions

Buy 12 and get 2 free* on your next order with promo code: MYCOA23

Adaptive, Intelligent Immune Modulation

MycoActive strengthens the immune response, reduces fatigue, improves stress resilience, and helps train the immune system to eliminate unwanted organisms.



Buy 12 and get 2 free*
promo code: MYCOA23

order now

US

Product Awareness

Products:
CollaGEN

Marketing Channels: email | web

Objectives:

- Email: Open Rate: 14.66%
- Web: CTR: 0.57%

Overview

SESSIONS ⓘ
163

NEW CONTACTS (FIRST TOUCH) ⓘ
0

INFLUENCED CONTACTS ⓘ
2,220

> Emails (7)

UNIQUE CLICKS
449

UNIQUE OPENS
5501

SENT
36296

> Traffic ⓘ

VIEWS
177

NEW VISITOR SESSIONS
177

CONTACTS (FIRST TOUCH)
0

Emails

Increase Awareness

Buy 12 and get 2 free* on your next order with promo code COLGN23

Results more than just skin-deep

CollaGEN provides high quality type I and II collagen peptides, hyaluronic acid and key cofactors to support collagen production.



learn more

The CollaGEN Difference

- Bioactive ingredients protect and maintain
 - Cartilage
 - Fascia
 - Tendons
 - Skin
 - Ligaments
- Includes essential cofactors magnesium and vitamin C for proper collagen formation
- Stimulates connective tissue cells to produce more type I and II collagen
- Ingredients backed by 25 human clinical studies

learn more

Increase Consideration

Buy 12 and get 2 free* on your next order with promo code COLGN23

Promote CollaGEN to your patients

Educate your patients on connective tissue health and the benefits of the high quality ingredients in CollaGEN with ready-to-share marketing content.



share the video



social media



patient handbook



Increase Conversions

Buy 12 and get 2 free* on your next order with promo code COLGN23

The Key to Connective Tissue Stability

With ingredients backed by 25 human clinical studies, CollaGEN supports the natural healing process and helps maintain connective tissue structure.



Buy 12 and get 2 free*
promo code: COLGN23

order now

Increase Conversions

Buy 12 and get 2 free* on your next order with promo code COLGN23

The CollaGEN Difference

CollaGEN provides high quality type I and II collagen peptides, hyaluronic acid and key cofactors to support collagen production.

Buy 12 and get 2 free*
promo code: COLGN23

order now



THE NATUREL RESEARCH

US

Product Awareness
Nurture

Products:
CollaGEN

Marketing Channels: email | web

Objectives:

- Email: Open Rate: 23.62%
- Web: CTR: 2.36%

Overview

SESSIONS ⓘ		NEW CONTACTS (FIRST TOUCH) ⓘ		INFLUENCED CONTACTS ⓘ	
46		0		111	
> Emails (4)		UNIQUE CLICKS	UNIQUE OPENS	SENT	
		35	231	1009	
> Traffic ⓘ		VIEWS	NEW VISITOR SESSIONS	CONTACTS (FIRST TOUCH)	
		46	46	0	

Emails

Increase Awareness

The CollaGEN Difference

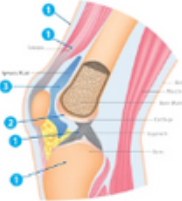
CollaGEN provides high-quality type I and II collagen peptides, hyaluronic acid and key cofactors to support collagen production.

The collagen peptides in this formula are enzymatically reduced to the smallest particle possible to enhance absorption and activity in the target tissue.



learn more

4 benefits of CollaGEN for your patients:



- Essential Cofactors
- Type I Collagen Peptides and Mucopolysaccharides
- Type II Collagen Peptides
- Hyaluronic Acid

learn more

Increase Consideration

Promote CollaGEN to your patients

Educate your patients on connective tissue health and the benefits of the high quality ingredients in CollaGEN with ready-to-share marketing content.



share the video



social media



Increase Conversions

Buy 12 and get 2 free* on your next order with promo code: CGENUR

The CollaGEN Difference

CollaGEN provides high-quality type I and II collagen peptides, hyaluronic acid and key cofactors to support collagen production.

Buy 12 and get 2 free*
promo code: CGENUR

order now



CAN

Product Awareness

Products: CollaGEN

Marketing Channels: email | web

Objectives:

- Email: Open Rate: 32.11%
- Web: CTR: 1.83%

Overview

SESSIONS ⓘ

45

NEW CONTACTS (FIRST TOUCH) ⓘ

0

INFLUENCED CONTACTS ⓘ

101

> Emails (3)

UNIQUE CLICKS

16

UNIQUE OPENS

193

SENT

659

> Traffic ⓘ

VIEWS

45

NEW VISITOR SESSIONS

45

CONTACTS (FIRST TOUCH)

0

Emails

Increase Awareness



learn more

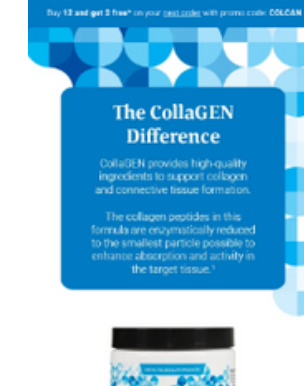
The key to maintaining connective tissue stability

The bioactive ingredients in CollaGEN protect and maintain healthy:

- ✓ Cartilage
- ✓ Tendons
- ✓ Ligaments
- ✓ Fascia
- ✓ Skin

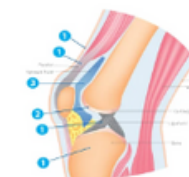
learn more

Increase Awareness



learn more

Formulated to Support Strong Collagen Structure

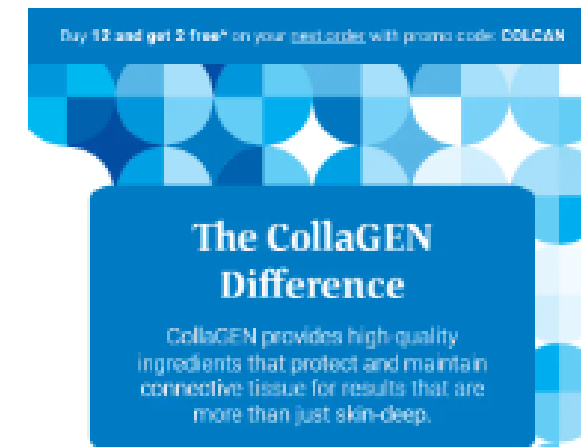


★ Essential Co-factors

- 1 Type I Collagen Peptides and Mucopolysaccharides
- 2 Type II Collagen Peptides
- 3 Hyaluronic Acid

learn more

Increase Conversions



Buy 12 and get 2 free* on your next order
Promo code: COLCAN

order now

US

Product Awareness

Products:
InflammaCORE

Marketing Channels: email | web

Objectives:

- Email: Open Rate: 29.25%
- Web: CTR: 0.94

Overview

	SESSIONS ⓘ	NEW CONTACTS (FIRST TOUCH) ⓘ	INFLUENCED CONTACTS ⓘ		
	405	0	1,957		
> Emails (5)		UNIQUE CLICKS	UNIQUE OPENS	SENT	
		229	3964	28591	
> Traffic ⓘ		VIEWS	NEW VISITOR SESSIONS	CONTACTS (FIRST TOUCH)	
		418	403	0	

Emails

Increase Awareness



3 Key Components for a Strong Gut Barrier

- 1 Maintain Normal Inflammatory Balance**
Reduce IIF (all symptoms)
 - Chronic Inflammation
 - Permeable Intestine
 - Dysbiosis
- 2 Increase Gut Barrier Integrity**
Support intestinal cells and tight junctions
 - Glutamine
 - Quercetin
 - Vitamin D
- 3 Enhance Immune Function**
Protect the gut with potent antioxidants and immune factors
 - Quercetin
 - EGCG from Green Tea
 - Andrographolide

Increase Consideration



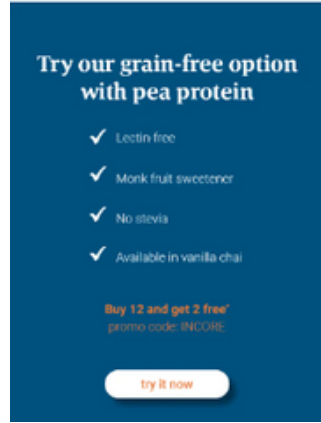
social media

patient handout

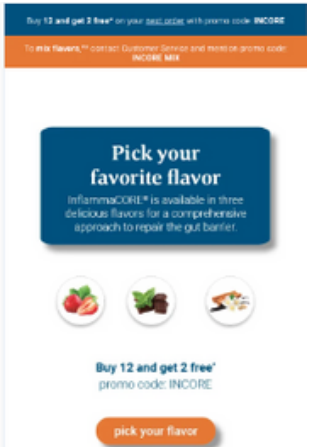
Increase Conversions



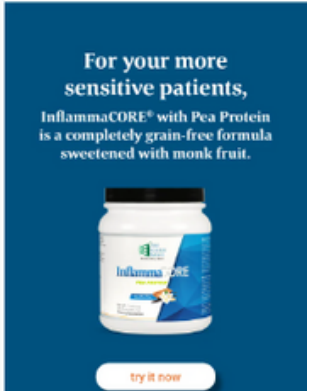
Try more flavors
Contact Customer Service at 800-333-2351 with promo code **INCORE MIX** to buy 12 and get 2 free** on orders containing more than one flavor.



Increase Conversions



Try more flavors
Contact Customer Service at 800-333-2351 with promo code **INCORE MIX** to buy 12 and get 2 free** on orders containing more than one flavor.



US

Product Awareness
Nurture

Products:
InflammaCORE

Marketing Channels: email | web

Objectives:

- Email: Open Rate: 29%
- Web: CTR: 5%
-

Overview

SESSIONS ⓘ

57

NEW CONTACTS (FIRST TOUCH) ⓘ

0

INFLUENCED CONTACTS ⓘ

38

> Emails (2)

UNIQUE CLICKS

12

UNIQUE OPENS

64

SENT

200

> Traffic ⓘ

VIEWS

57

NEW VISITOR SESSIONS

56

CONTACTS (FIRST TOUCH)

0

Emails

Increase Awareness



3 Key Components for a Strong Gut Barrier



Increase Consideration



Increase Conversions



CAN

Product Awareness

Products: InflammaCORE

Marketing Channels: email | web

Objectives:

- Email: Open Rate: 29.25%
- Web: CTR: 0.94%

Overview

SESSIONS ⓘ

163

NEW CONTACTS (FIRST TOUCH) ⓘ

0

INFLUENCED CONTACTS ⓘ

2,220

> Emails (7)

UNIQUE CLICKS

449

UNIQUE OPENS

5501

SENT

36296

> Traffic ⓘ

VIEWS

177

NEW VISITOR SESSIONS

177

CONTACTS (FIRST TOUCH)

0

Emails

Increase Awareness

Buy 12 and get 2 free* on your next order with promo code: INFLCORE23

The Innovative Approach for Gut Relief and Repair

InflammaCORE is an all-in-one formula that provides nutrients to help build and repair body tissues with hypoallergenic, easy-to-digest ingredients.



[learn more](#)

3 Key Components for a Strong Gut Barrier

- 1 Helps Build and Repair Body Tissues**
• Rice Protein
- 2 Relieves and Soothers the Gastrointestinal Lining**
• Ginger Root Extract
- 3 Supports Healthy Digestion and Regular Elimination**
• Fiber-based Fiber



[learn more](#)

Increase Awareness

Buy 12 and get 2 free* on your next order with promo code: INFLCORE23

Gut Health Begins with a Strong Barrier

Gut health requires multidimensional support. InflammaCORE is an innovative, all-in-one formula for gut relief and repair.



[learn more](#)

Sub-Optimal

Multiple factors can compromise the gut barrier, increase intestinal permeability and lead to undesirable consequences.

Optimal

InflammaCORE provides nutrients to help build and repair body tissues with hypoallergenic, easy-to-digest ingredients.

[learn more](#)

Increase Conversions

Buy 12 and get 2 free* on your next order with promo code: INFLCORE23

Great taste and easy to digest

InflammaCORE contains hypoallergenic and easy-to-digest ingredients in a delicious strawberry flavour.

Buy 12 and get 2 free*
promo code: INFLCORE23

[try it now](#)



- ✓ No dairy
- ✓ No soy
- ✓ No fructose

BLITZ

AUTOMATION - NEED THE PROMOS AND COPY PLANNED AHEAD - WORK A MONTH AHEAD OF THE CURRENT SCHEDULE

2023 Schedule
Promo

	JAN/FEB	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPT/OCT	NOV/DEC
US	<u>Core Restore</u>	<u>SOUTH D-Hist</u> <u>Spring 0772</u>	<u>NORTH D-Hist</u> <u>Spring 0773</u>	<i>Back2School</i> <i>Springboard</i>	Viracid	
CA	X	X	X	X	X	X

Bliz

Products:
CORE Restore

Marketing Channels: email | web

Objectives:

Email: Open Rate: 14.53%

Web: CTR: 0.43%

Overview

Email

SESSIONS ⓘ
41

NEW CONTACTS (FIRST TOUCH) ⓘ
0

INFLUENCED CONTACTS ⓘ
1,430

Enhance biotransformation and elimination



A comprehensive biotransformation and elimination program revitalizes health by removing toxins, enhancing digestion and improving nutrient absorption.

CORE Restore® is a uniquely effective program formulated to support the three Rs of biotransformation and elimination.



REMOVE
Eliminate the Incoming Burden of Toxins



RESTORE
Support the Processing and Elimination of Toxins



REVITALIZE
Optimize Liver Biotransformation Pathways and Support GI Function

SPECIAL OFFER



BUY 12 CORE Restore® 7-Day Detox Kits
GET 2 KITS FREE
Use promo code: 23DET0X7
[Shop now](#)



BUY 12 CORE Restore® 14-Day Detox Kits
GET 2 KITS FREE
Use promo code: 23DET0X14
[Shop now](#)

Bliz

Products:
South D Hist

Marketing Channels: email | web

Objectives:

Email: Open Rate: 15.11%

Web: CTR: 0.51%

Overview

SESSIONS ⓘ
303

NEW CONTACTS (FIRST TOUCH) ⓘ
0

INFLUENCED CONTACTS ⓘ
1,737

> Emails (5)	UNIQUE CLICKS	UNIQUE OPENS	SENT
	160	2681	18394
> Traffic ⓘ	VIEWS	NEW VISITOR SESSIONS	CONTACTS (FIRST TOUCH)
	349	300	0

Email

Buy 36 bottles of Natural D-Hist® 40 CT, get 1 blister box free* with promo code: **SPRINGBB36**

Buy 18 bottles of Natural D-Hist® 120 CT, get 1 blister box free* with promo code: **SPRINGB18**

Buy 12 Natural D-Hist® or D-Hist Jr.™, get 2 bottles free** with promo code: **SPRING12**

30+ years of trusted seasonal support

Natural D-Hist® provides a proven formulation of well-studied ingredients to support your patients who have seasonal challenges.



shop now

Buy 36 bottles of Natural D-Hist® 40 CT, get 1 blister box free* with promo code: **SPRINGBB36**

Buy 18 bottles of Natural D-Hist® 120 CT, get 1 blister box free* with promo code: **SPRINGB18**

Buy 12 Natural D-Hist® or D-Hist Jr.™, get 2 bottles free** with promo code: **SPRING12**

Bliz

Products:
North D Hist

Marketing Channels: email | web

Objectives:

Email: Open Rate: 14.2%

Web: CTR: 0.51%

Overview

Email

SESSIONS ⓘ

76

Buy 26 bottles of Natural D-Hist® 40 CT, get 1 bottle free* with promo code: **SPRING036**

Buy 18 bottles of Natural D-Hist® 120 CT, get 1 bottle free* with promo code: **SPRING018**

Buy 12 Natural D-Hist® or D-Hist® X™, get 2 bottles free** with promo code: **SPRING12**

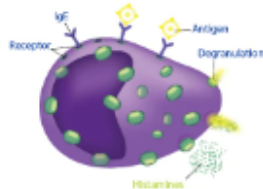
Natural support for
seasonal challenges

Natural D-Hist® provides a targeted blend of flavonoids, antioxidants, proteolytic enzymes and botanicals for your patients with elevated histamine and respiratory irritation.



learn more

4 key ingredients for
optimal support



Quercetin and **stinging nettles leaf** stabilize and control mast cell degranulation

Bromelain breaks down circulating allergenic protein complexes to reduce sensitivity

N-acetyl cysteine (NAC) clears the airways by breaking down mucus and improving airflow



NEW CONTACTS (FIRST TOUCH) ⓘ

0

INFLUENCED CONTACTS ⓘ

547

Bliz

Products:
Springboard

Marketing Channels: email | web

Objectives:

Email: Open Rate: 11.66%

Web: CTR: 0.3%

Overview

SESSIONS ⓘ

86

NEW CONTACTS (FIRST TOUCH) ⓘ

0

INFLUENCED CONTACTS ⓘ

1,340

> Emails (3)

UNIQUE CLICKS

65

UNIQUE OPENS

1758

SENT

15118

> Traffic ⓘ

VIEWS

98

NEW VISITOR SESSIONS

85

CONTACTS (FIRST TOUCH)

0

Email



Bliz

Products:
Viracid

Marketing Channels: email | web

Objectives:

Email: Open Rate: 13.78%

Web: CTR: 1.13%

Overview

SESSIONS ⓘ		NEW CONTACTS (FIRST TOUCH) ⓘ		INFLUENCED CONTACTS ⓘ
198		0		2,319
➤ Emails (3)		UNIQUE CLICKS 203	UNIQUE OPENS 3085	SENT 24190
➤ Traffic ⓘ		VIEWS 354	NEW VISITOR SESSIONS 181	CONTACTS (FIRST TOUCH) 0

Email

Immune-supporting special offers* just for you. Learn more.

Fast-acting immune support

When your patients need immediate immune support, you can trust the ingredients in Viracid.

Learn more



Powerful nutrients + botanical extracts

Viracid is formulated with a powerful combination of key nutrients and botanical extracts.

✦ **Andrographis**

Shown to quickly support the immune system by activating highly protective immune reactions.

✦ **Astragalus**

Has immune-supporting effects and strengthens immune cells.

✦ **Echinacea**

Shown to activate multiple aspects of immune function.

✦ **Elderberry**

Contains bioactive flavonoids that support immune cell function.

✦ **Vitamin A**

Supports mucous membranes.

✦ **Vitamin B5**

Supports immune system energy.

✦ **Vitamin C**

Supports the immune response.

✦ **Zinc**

Works synergistically with vitamin A to activate a thymus hormone with vital immune-supporting properties.

Immune-supporting special offers* just for you. Learn more.

Free resources to promote Viracid

Save time and boost your social media marketing with ready-to-share content.

See the resources

Patient Handouts

Preview





Patient Video

Share

Social Media

Share



PHARMACE WEBINARS - AUTOMATION

Qaurterly

	Q1 WD MARCH 15	Q2 WD JUNE 21	Q3 WD SEPTEMBER 13	Q4 WD NOVEMBER 15
US + CA	Mitocore Mitochondrial Health: Options to Enhance Cellular Energy Production and Support Immune Function 0160 <u>6:00 - 6:30</u>	Collagen The Ultimate Guide to Recommending Collagen Supplements 0161 @6:00-6:30	Vitamin K Vitamin K: The Real Story and Benefits of This Vital Nutrient 0162 @6:00-6:30	Fiber Plus Natural Solutions for Constipation 0163 @6:00-6:30

Pharmace

Webinar
Q1

Marketing Channels: email | web | Form

Objectives:

Email: Open Rate: 12.37%

Web: CTR: 0.97%

Overview

SESSIONS ⓘ		NEW CONTACTS (FIRST TOUCH) ⓘ		INFLUENCED CONTACTS ⓘ	
114		5		596	
➤ Emails (5)		UNIQUE CLICKS	UNIQUE OPENS	SENT	
		82	1218	10603	
➤ Forms (1)		CONVERSION RATE	SUBMISSIONS	VIEWS	
		21.36%	66	309	
➤ Traffic ⓘ		VIEWS	NEW VISITOR SESSIONS	CONTACTS (FIRST TOUCH)	
		107	94	5	

Email

Mitochondrial Health: Options to Enhance Cellular Energy Production and Support Immune Function
March 15, 2023 6:00 p.m. – 6:30 p.m. CDT

Every cell in the body depends on an adequate supply of energy to function at an optimal level. The mitochondria are the powerhouses of cells. This is where essential nutrients and enzymes are used to convert food into usable energy in the form of ATP. In order to attain optimal mitochondrial output, there must be adequate fuel to meet the body's needs.

In our busy lives, there are so many factors depleting important energy reserves, including lack of sleep, poor nutrition, too much stress, and medications that can challenge energy reserves at the cellular level. Extensive research shows the critical importance of boosting mitochondrial reserves and recharging cellular energy production.

- Join Jeff Robins, RPh as he discusses the following during the webinar:
- Cellular energy production
 - Common factors that challenge our bodies at the cellular level
 - Optimizing mitochondrial health to enhance immune function
 - Nutrients needed to recharge cellular energy production, support immune function, and increase antioxidant production

Register



Jeff Robins, RPh

Jeff has been a compounding pharmacist for 25 years and likes to speak of himself as the pharmacist who dislikes drugs. Jeff owned the remarkably successful Essential Wellness Pharmacy where he grew the annual sales of supplements to over \$1.1 million.

Jeff is an Advanced Fellow with the American College of Anti-Aging and Functional Medicine through the University of Southern Florida, and he is the owner of Summit Functional Consulting. He is passionate about educating people and giving them a chance to make informed decisions about their health and healthcare.

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Register Now



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Register Now



Jeff Robins, RPh

Pharmace

Webinar
Q2

Marketing Channels: email | web | Form

Objectives:

Email: Open Rate: 23.28%

Web: CTR: 2.234%

Overview

	SESSIONS ⓘ	NEW CONTACTS (FIRST TOUCH) ⓘ	INFLUENCED CONTACTS ⓘ	
	267	11	902	
> Emails (7)		UNIQUE CLICKS 176	UNIQUE OPENS 1951	SENT 14879
> Forms (1)		CONVERSION RATE 25%	SUBMISSIONS 108	VIEWS 432
> Traffic ⓘ		VIEWS 276	NEW VISITOR SESSIONS 274	CONTACTS (FIRST TOUCH) 10

Email

The webinar recording is now available.

The Ultimate Guide to Recommending Collagen Supplements

Collagen is a crucial element of connective tissues, cartilage, tendons, ligaments and skin. Over time, lifestyle factors and age can degrade collagen stores and affect patients' quality of life. Collagen supplementation supports connective tissue biosynthesis and the body's self-repair process, in addition to rejuvenating the appearance of hair, skin and nails. For patients with a creak in their step, collagen and hyaluronic acid support joint lubrication, joint cushioning and normal connective tissue inflammatory response.

Collagen is a growing, multibillion-dollar market in the United States. This significant demand has resulted in hundreds of collagen products flooding the market, but not all are alike. A high dose of collagen peptides doesn't equal effectiveness—in fact, there are several important factors to consider when recommending an effective collagen supplement to your patients.

Jeff Robins, RPh and Claire Kacena, DC covered the following during the webinar:

- Skin and connective tissue overview
- Factors that can cause reduced elasticity in cartilage, tendons, ligaments and skin
- Clinical studies outlining joint health
- Nutrients and collagen peptides needed to promote connective tissue biosynthesis and support the repair of cartilage, tendons and ligaments

View recording



The webinar recording is now available.

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View recording



Pharmace

Webinar
Q3

Marketing Channels: email | web | Form

Objectives:

Email: Open Rate: 15.43%

Web: CTR: 1.87%

Overview

SESSIONS ⓘ
193

NEW CONTACTS (FIRST TOUCH) ⓘ
9

INFLUENCED CONTACTS ⓘ
665

> Emails (4)	UNIQUE CLICKS	UNIQUE OPENS	SENT
	110	1191	9634
> Forms (1)	CONVERSION RATE	SUBMISSIONS	VIEWS
	36.72%	130	354
> Traffic ⓘ	VIEWS	NEW VISITOR SESSIONS	CONTACTS (FIRST TOUCH)
	178	160	9

Email

The webinar recording is now available.

Vitamin K: The Real Story and Benefits of This Vital Nutrient

Vitamin K plays a critical role in maintaining bone and cardiovascular health. Many of us think of calcium and vitamin D for bone development, but vitamin K is required for proper utilization of calcium and helps bind calcium to the bone matrix. Vitamin K also provides cardiovascular protection by activating proteins that inhibit circulatory calcification.

We must also consider the significant difference between vitamin K1 and vitamin K2. In a large population study, those who consumed high amounts of vitamin K2 had significantly improved cardiovascular markers compared to those given vitamin K1. Studies have also shown vitamin K2 to support healthy blood sugar metabolism.

Jeff Robins, RPh and Megan Borreson, ND discussed the following during the webinar:

- The importance of dietary sources of vitamin K
- The different forms and subclasses of vitamin K
- The role of vitamin K in bone synthesis
- The role of vitamin K in supporting the cardiovascular system and normal blood sugar balance
- The significance of vitamin K depletion in the patient population

View recording

Pharmace

Webinar
Q4

Marketing Channels: email | web | Form

Objectives:

Email: Open Rate: 10.23

Web: CTR: 1.01%

Overview



	SESSIONS ⓘ	NEW CONTACTS (FIRST TOUCH) ⓘ		INFLUENCED CONTACTS ⓘ
	43	3		326
> Emails (5)		UNIQUE CLICKS 31	UNIQUE OPENS 315	SENT 3086
> Forms (1)		CONVERSION RATE 35.8%	SUBMISSIONS 29	VIEWS 81
> Traffic ⓘ		VIEWS 50	NEW VISITOR SESSIONS 22	CONTACTS (FIRST TOUCH) 3

Email

Natural Solutions for Constipation

November 15, 2023 6:00 p.m. – 6:30 p.m. CST

Constipation is a common challenge for many. Low fiber intake, poor hydration, prolonged stress, medications and other lifestyle factors can be major contributors to constipation and GI discomfort. Fiber helps keep things moving in the GI tract, but many patients enjoying the standard American diet do not get enough fiber to meet their needs.

There are many different constipation relief products, and we must discern the benefits of using insoluble versus soluble fiber, gut stimulants, laxatives, or gentle-acting botanicals to enhance gut motility and relieve GI discomfort in your patients.

Join Jeff Robins, RPh as he discusses the following during the webinar:

- Basic gastrointestinal motility physiology
- Consequences of constipation
- The importance of dietary fiber
- The different forms of fiber used to enhance GI motility
- The migrating motor complex and peristaltic movement in the GI tract

Register



Jeff Robins, RPh

CHURN

2023 Schedule
Promo

Potential automation year long with one promo

	Q1 JAN - MARCH	Q2 APRIL - JUNE	Q3 JULY -SEPT	Q4 OCT - DEC
US	D-Hist Orthomega Ortho Biotic	D-Hist Orthomega Ortho Biotic	D-Hist Orthomega Ortho Biotic	D-Hist Orthomega Ortho Biotic
CA	x	x	x	x

Churn
Q1

Orho Biotic
Orthomega
D-Hist

Marketing Channels: email | web | Form

Objectives:

Email: Open Rate: 25%

Web: CTR: 2.35%

Overview

SESSIONS ⓘ

113

NEW CONTACTS (FIRST TOUCH) ⓘ

0

INFLUENCED CONTACTS ⓘ

465

> Emails (9)

UNIQUE CLICKS

70

UNIQUE OPENS

778

SENT

3779

> Traffic ⓘ

VIEWS

174

NEW VISITOR SESSIONS

92

CONTACTS (FIRST TOUCH)

0

Email

Buy 12 and get 3 free* on your next order of Ortho Biotic® with promo code: OBG1REORDER12

Thank you for your recent purchase!

Reorder Ortho Biotic® to continue providing your patients with daily support for healthy GI function.



Special Offer

Buy 12 and get 3 free* on your next order

promo code: OBG1REORDER12

start my order

- ✓ Unique Super 7 formula
- ✓ BioShield® encapsulation
- ✓ Approved by 5K+ practitioners
- ✓ FloraFIT® freeze-dried technology

Buy 12 and get 3 free* on your next order of Orthomega® 820 with promo code: OMQ1REORDER12

Thank you for your recent purchase!

Reorder Orthomega® 820 to continue supporting your patients with high-potency, omega-3 fish oil.



Special Offer

Buy 12 and get 3 free* on your next order

promo code: OMQ1REORDER12

start my order

- ✓ 820 mg of EPA and DHA
- ✓ Superior, bioidentical triglyceride form
- ✓ 50 mg of DPA
- ✓ 70% greater absorption than ethyl ester¹

Last chance!

Stock up on Natural D-Hist® and get 1 free bottle when you order 6.



Special Offer

Buy 6 and get 1 free* on your next order

promo code: DHQ1REORDER6

start my order

- ✓ Proven formulation of therapeutic, well-studied ingredients
- ✓ Consistent, guaranteed patient results
- ✓ Uncompromising raw material selection and verification

Show your patients how Natural D-Hist® works to support their health.



Marketing Channels: email | web | Form

Objectives:

Email: Open Rate: 22.44%

Web: CTR: 2.52%

Overview

SESSIONS ⓘ
73

NEW CONTACTS (FIRST TOUCH) ⓘ
0

INFLUENCED CONTACTS ⓘ
413

> Emails (9)

UNIQUE CLICKS
63

UNIQUE OPENS
686

SENT
3361

> Traffic ⓘ

VIEWS
115

NEW VISITOR SESSIONS
115

CONTACTS (FIRST TOUCH)
0

Email

Thank you for your recent purchase!

Reorder Natural D-Hist® to continue supporting your patients with a targeted blend of flavonoids, antioxidants, proteolytic enzymes and botanicals.



Special Offer
Buy 12 and get 3 free* on your next order
promo code:
DHQ2R02312
[start my order](#)

- ✓ Proven formulation of therapeutic, well-studied ingredients
- ✓ Consistent, guaranteed patient results
- ✓ Uncompromising raw material selection and verification

Thank you for your recent purchase!

Reorder Orthomega® 820 to continue supporting your patients with high-potency, omega-3 fish oil.



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promo code:
OMQ2R02312
[start my order](#)

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promo code:
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[start my order](#)

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- ✓ FloraFIT® freeze-dried technology

Churn
Q3

Orho Biotic
Orthomega
D-Hist

Marketing Channels: email | web | Form

Objectives:

Email: Open Rate: 22.44%

Web: CTR: 2.52%

Overview

SESSIONS ⓘ
73

NEW CONTACTS (FIRST TOUCH) ⓘ
0

INFLUENCED CONTACTS ⓘ
413

> Emails (9)

UNIQUE CLICKS
63

UNIQUE OPENS
686

SENT
3361

> Traffic ⓘ

VIEWS
115

NEW VISITOR SESSIONS
115

CONTACTS (FIRST TOUCH)
0

Email

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[start my order](#)

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- ✓ Approved by 5K+ practitioners
- ✓ FloraFIT® freeze-dried technology

Churn
Q4

Orho Biotic
Orthomega
D-Hist

Marketing Channels: email | web | Form

Objectives:

Email: Open Rate: 21.98%

Web: CTR: 0.6%

> Emails (9)

UNIQUE CLICKS

7

UNIQUE OPENS

295

SENT

1383

Email

Buy 12 and get 3 free* on your next order of Natural D-Hist®
with promo code: DHQ423RO12

Thank you for your recent purchase!

Reorder Natural D-Hist® to continue supporting your patients with a targeted blend of flavonoids, antioxidants, proteolytic enzymes and botanicals.



Special Offer

Buy 12 and get 3 free* on your next order

promo code:
DHQ423RO12

start my order

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- ✓ Approved by 5K+ practitioners
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CONTEST WINNERS

2023 Schedule

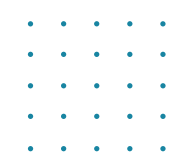
\$250 Ortho Molecular Products gift card

	Q1 JAN	Q2 APRIL	Q3 JULY	Q4 OCT
US	<u>0886</u>	0091	0093	0094
CA	<u>0887</u>	0092	0095	0096

TRADE ADS

Chiropractic Economics | Emerson | MPA Media
2023 Schedule
Form Submissions

	JAN/FEB	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPT/OCT	NOV/DEC
US	XX	<u>Spring 2023 HPC Trade Ad</u> 0106				
	<u>Chiro 0883</u> <u>feb 22nd - \$1,850</u>	Chiro - Ad Material Deadlines 4/20 Start Date: 5/1 <u>#0879</u> \$1,850		Chiro - Ad Material Deadlines 7/20 Start Date: 8/1 - \$1,850	Chiro - Ad Material Deadlines 10/21 Start Date: 11/1 \$1,850	
	Emerson (April) Due Date 2/15 Allergy/Immune Support Natural D-Hist/D- Hist Jr \$3,100		Emerson (August) Due Date 6/15 Allergy/Immune Children's Health Chondro-FLX \$3,100		Emerson (November) Due Date 9/15 Allergy/Immune Sleep Support GABAnol \$3,100	



Roundtables

Spring

Marketing Channels: email | web | Form

Objectives:

Email: Open Rate:

Web: CTR:

Vancouver

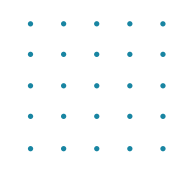
Overview

SESSIONS ⓘ		NEW CONTACTS (FIRST TOUCH) ⓘ		INFLUENCED CONTACTS ⓘ	
64		12		57	
> Emails (6)		UNIQUE CLICKS	UNIQUE OPENS	SENT	
		22	126	291	
> Forms (1)		CONVERSION RATE	SUBMISSIONS	VIEWS	
		18.25%	23	126	
> Traffic ⓘ		VIEWS	NEW VISITOR SESSIONS	CONTACTS (FIRST TOUCH)	
		62	60	12	

Toronto

Overview

SESSIONS ⓘ		NEW CONTACTS (FIRST TOUCH) ⓘ		INFLUENCED CONTACTS ⓘ	
239		15		98	
> Emails (6)		UNIQUE CLICKS	UNIQUE OPENS	SENT	
		26	190	508	
> Forms (1)		CONVERSION RATE	SUBMISSIONS	VIEWS	
		12.31%	32	260	
> Traffic ⓘ		VIEWS	NEW VISITOR SESSIONS	CONTACTS (FIRST TOUCH)	
		241	233	15	



Roundtables

Fall

Marketing Channels: email | web | Form

Objectives:

Email: Open Rate:

Web: CTR:

Toronto

Overview

SESSIONS ⓘ		NEW CONTACTS (FIRST TOUCH) ⓘ		INFLUENCED CONTACTS ⓘ	
147		16		13,007	
> Emails (8)		UNIQUE CLICKS	UNIQUE OPENS	SENT	
		35	2032	14363	
> Forms (1)		CONVERSION RATE	SUBMISSIONS	VIEWS	
		20.3%	41	202	
> Workflows (1)		CURRENTLY ENROLLED		STARTED WORKFLOW	
		16		12517	
> Traffic ⓘ		VIEWS	NEW VISITOR SESSIONS	CONTACTS (FIRST TOUCH)	
		147	139	16	

Calgary

Overview

SESSIONS ⓘ		NEW CONTACTS (FIRST TOUCH) ⓘ		INFLUENCED CONTACTS ⓘ	
80		8		2,958	
> Emails (10)		UNIQUE CLICKS	UNIQUE OPENS	SENT	
		15	669	3271	
> Forms (1)		CONVERSION RATE	SUBMISSIONS	VIEWS	
		14.96%	19	127	
> Workflows (1)		CURRENTLY ENROLLED		STARTED WORKFLOW	
		0		2939	
> Traffic ⓘ		VIEWS	NEW VISITOR SESSIONS	CONTACTS (FIRST TOUCH)	
		82	75	8	

HubSpot Campaigns

Newsletter

- **Objective:**
 - Increase Awareness
 - Increases Engagement
 - Increase: Traffic
 - Increase Conversions

- **January**

Marketing Channels: email | web | Form | Social Media

Objectives:

Email: Open Rate: 27%

Web: CTR: 4.91%

Email KPI

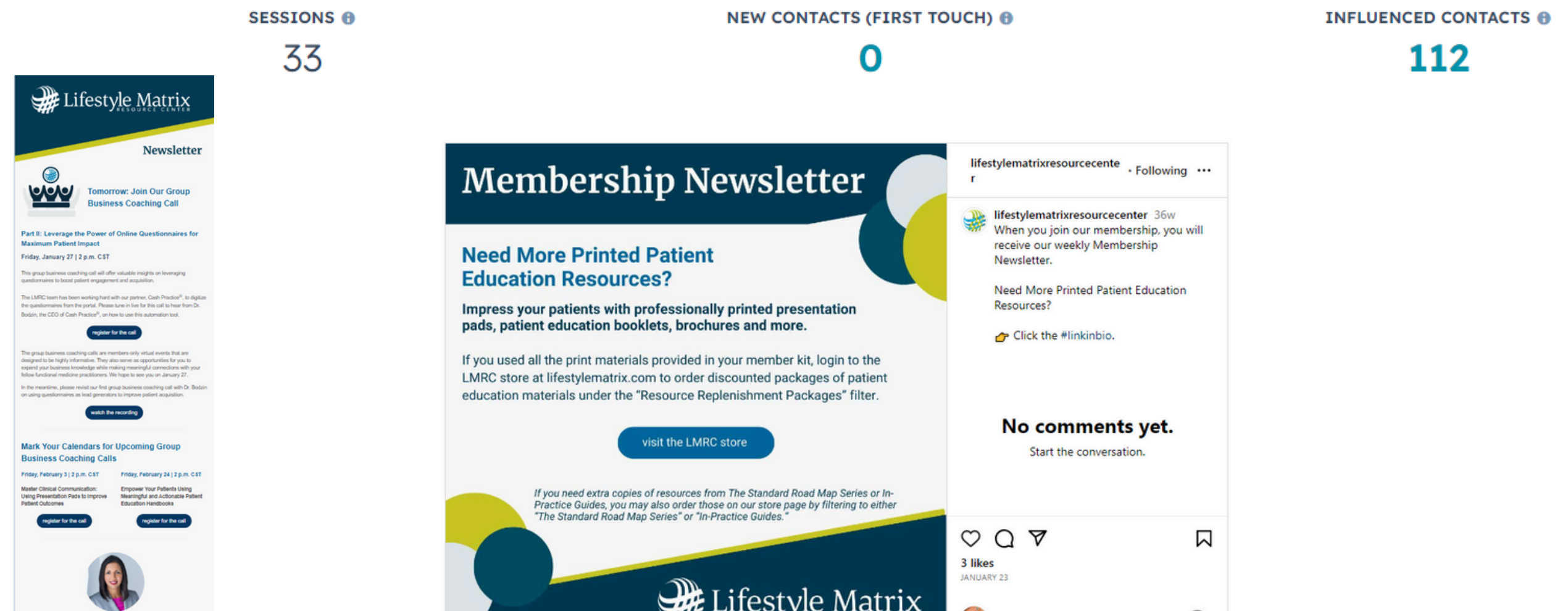
Opens Rate:20%
CTR: 2-4%
Unsubscribes: 0
Form Conversions

Social KPI

Reach:
ER: 2-4%
Clicks:
CTR: 2-4%

> Emails (5)	UNIQUE CLICKS 49	UNIQUE OPENS 376	SENT 1144
> Social posts (8)	FACEBOOK CLICKS 0	LINKEDIN CLICKS 0	TWITTER CLICKS 0
> Traffic ⓘ	VIEWS 46	NEW VISITOR SESSIONS 15	CONTACTS (FIRST TOUCH) 0

Overview



HubSpot Campaigns

Blog

- **Objective:**
 - **Increase Awareness**
 - **Increases Engagement**
 - **Increase: Traffic**
 - **Increase Conversions**
 -
- **Timeline: January - February**
- **Marketing Channels:**
 - **Email:**
 - **47 clicks**
 - **Social:**

Email KPI

- Opens Rate: 20%
- CTR: 2-4%
- Unsubscribes: 0
- Form Conversions

Opens Rate:20%
CTR: 2-4%
Unsubscribes: 0
Form Conversions

Social KPI

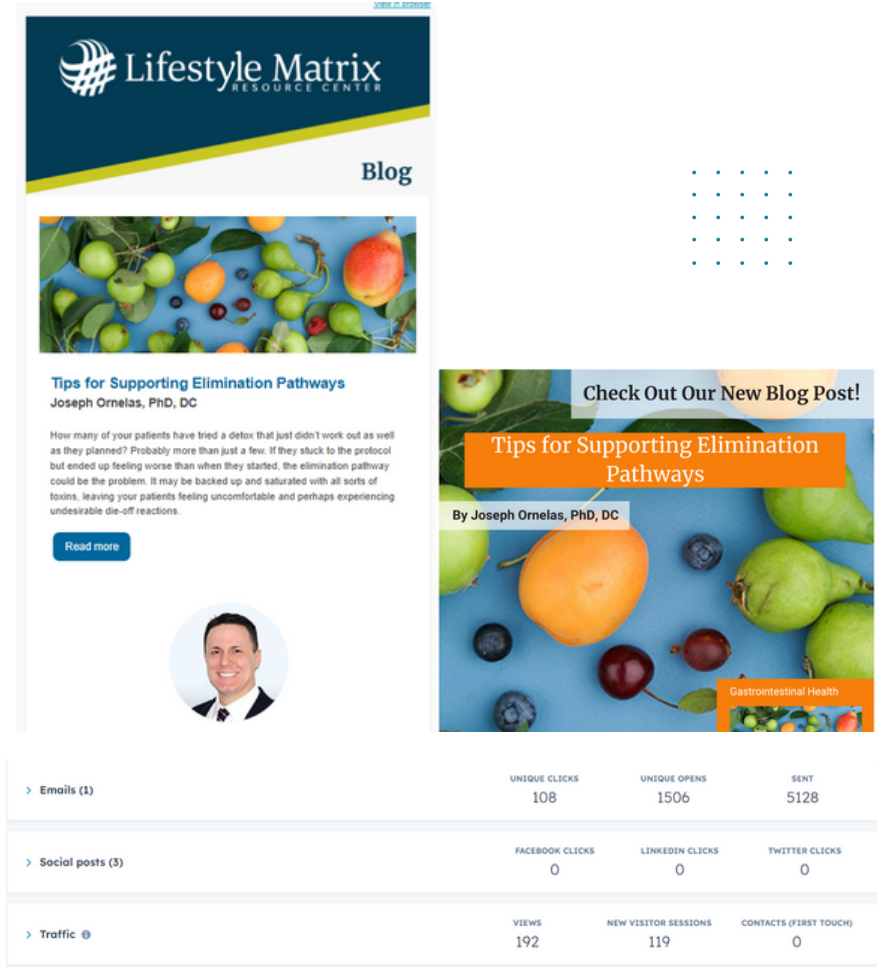
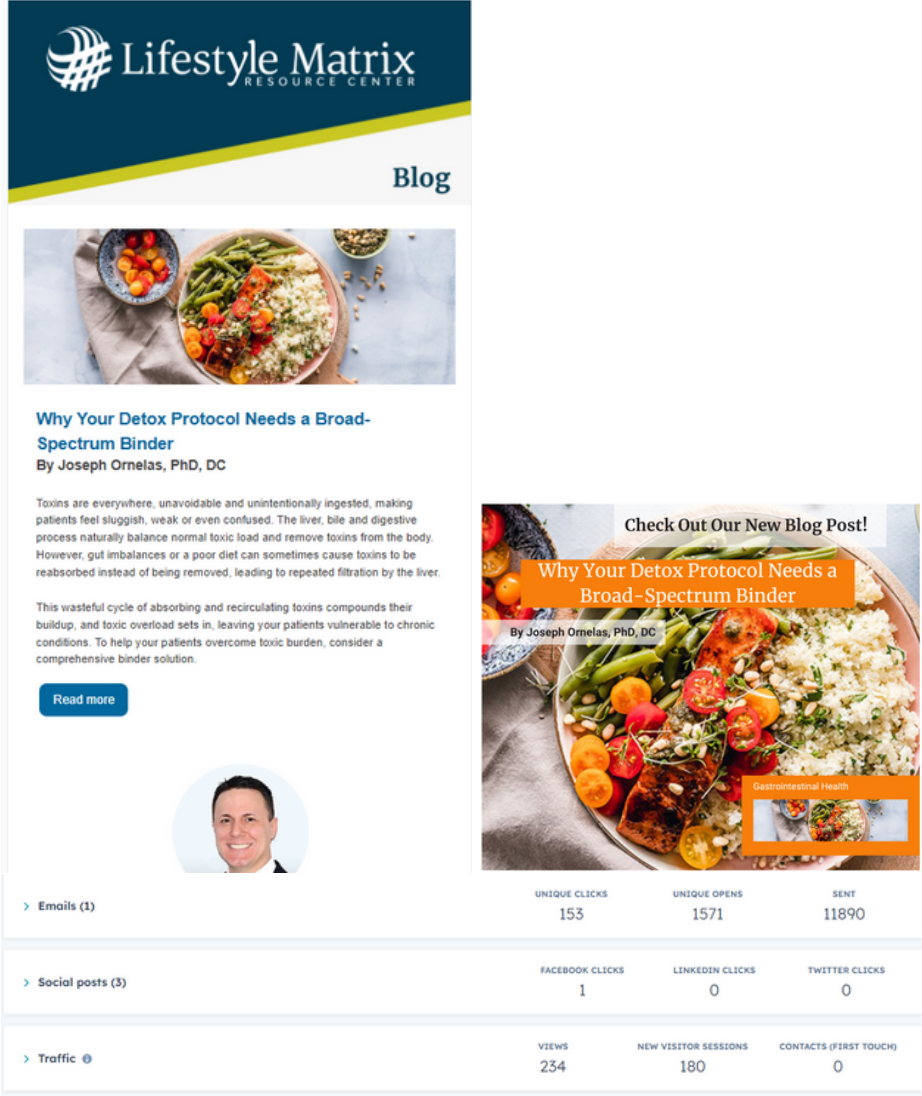
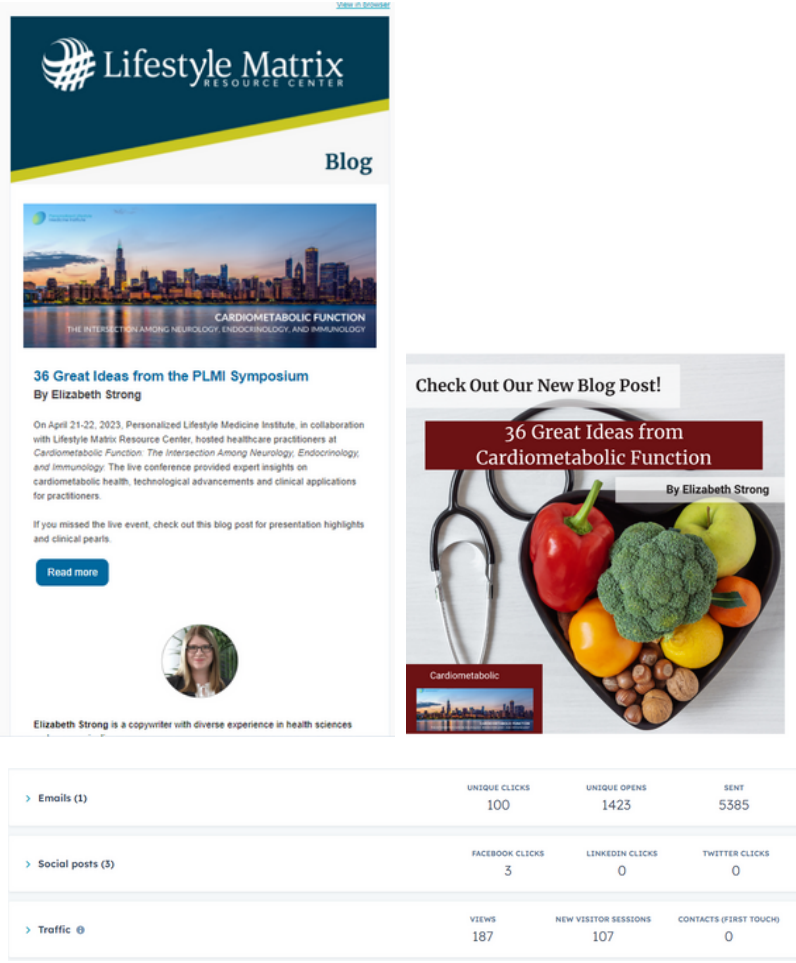
Reach:

ER: 2-4%

Clicks:

CTR: 2-4%

Reach:
ER: 2-4%
Clicks:
CTR: 2-4%



HubSpot Campaigns

Blogs

- **4 camp[aigns**
- **Objective:**
 - **Increase Awareness**
 - **Increase: Traffic**
- **Timeline: April**
- **Marketing Channels:**
 - **Email: 6,111 opens**
 - **551 clicks**
 - **Social: 3 clicks**

Email KPI

Opens Rate:20%
CTR: 2-4%
Unsubscribes: 0
Form Conversions

Social KPI

CTR: 2-4%
ER: 2-4

Lifestyle Matrix

RESOURCE CENTER

Blog

**Ketogenic Diets for Cardiometabolic Outcomes:
What Is the Evidence?**

By Thomas G. Guillems, PhD

While the ketogenic diet may have had its roots as a treatment modality for epilepsy as far back as the 1920s, variations of this diet are now mostly popular for their metabolic outcomes or for cognitive/neurological conditions.¹⁻⁵

Because of the change in metabolism induced by the keto diet and the popularity of diets promoting ketosis, a growing body of research has been published recently regarding the keto diet's effect on cardiometabolic measures.

[Read more](#)

> Emails (1)

Social posts (3)

Traffic

Cardiometabolic Health

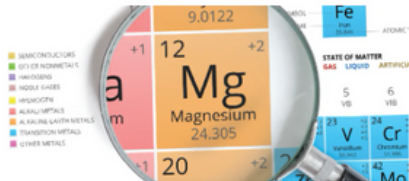
SENT 11,845	UNIQUE OPENS 1,526	UNIQUE CLICKS 132
FACEBOOK CLICKS 0	TWITTER CLICKS 0	LINKEDIN CLICKS 0
VIEWS 196	NEW VISITOR SESSIONS 152	CONTACTS (FIRST TOUCH) 0



Lifestyle Matrix

RESOURCE CENTER

Blog



Why You Need to Monitor Magnesium in Your Patients

By Steve Amoils, MD

Magnesium is the fourth most common mineral in the body and an essential component of hundreds of daily enzymatic processes that occur across multiple organ systems. [Based on NHANES data](#), the risk of inadequate intake is high. Magnesium is an essential mineral that we need to ingest through diet or supplementation. Unfortunately, magnesium levels seem to be declining due to soil nutrient depletion, and many people are deficient in magnesium for other reasons.

Read more



Check Out Our New Blog Post!



STEVE AMOILS, MD

Why You Need to Monitor Magnesium In Your Patients

SENT

5,436

UNIQUE OPENS

1,485

UNIQUE CLICKS

166

Facebook clicks

0

Twitter clicks

0

LinkedIn clicks

0

Views

239

New visitor sessions

200

Contacts (first touch)

0



Lifestyle Matrix
RESOURCE CENTER

Blog



Collagen: Beyond Beauty

By Claire Kacena, DC

Did you know that collagen is the most abundant structural protein found in the body and serves as the main signal for tissue and organ remodeling? When supplemental collagen first hit the mass market, it was promoted for its use in helping to support healthy hair, strong nails and a vibrant, youthful glow.

According to a 2022 consumer supplement survey, half of all collagen consumers continue to use it for its cosmetic benefits. But the evolution of supplemental collagen research and applications is more than just skin-deep.

Read more



Check Out Our Blog Post!

Claire Kacena

Collagen: Beyond Beauty

MDK Solutions Firm
Pain Recovery Program



> Emails (1)	SENT 5,253	UNIQUE OPENS 1,441	UNIQUE CLICKS 91
> Social posts (3)	FACEBOOK CLICKS 1	TWITTER CLICKS 0	LINKEDIN CLICKS 1
> Traffic @	VIEWS 135	NEW VISITOR SESSIONS 101	CONTACTS (GUEST TOUCH) 0



Lifestyle Matrix
RESOURCE CENTER

Blog



Collagen: Beyond Beauty
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Did you know that collagen is the most abundant structural protein found in the body and serves as the main signal for tissue and organ remodeling? When supplemental collagen first hit the mass market, it was promoted for its use in helping to support healthy hair, strong nails and a vibrant, youthful glow.

According to a 2022 consumer supplement survey, half of all collagen consumers continue to use it for its cosmetic benefits. But the evolution of supplemental collagen research and applications is more than just skin-deep.

Read more



Claire Kacena, DC is the MSK Solutions Clinical Brand Manager at Lifestyle Matrix Resource Center and a Board-Certified Chiropractor. She obtained her Bachelor of Science degree from Loyola University Chicago in 2010 and then went on to receive her Doctor of Chiropractic from National University of Health Sciences in 2015.



Check Out Our Blog Post!

Claire Kacena, DC

Collagen: Beyond Beauty

MSK Solutions Pain: Pain Recovery Program



> Emails (1)	UNIQUE CLICKS 94	UNIQUE OPENS 1456	SENT 5253
> Social posts (3)	FACEBOOK CLICKS 1	LINKEDIN CLICKS 1	TWITTER CLICKS 0
> Traffic ⓘ	VIEWS 139	NEW VISITOR SESSIONS 105	CONTACTS (FIRST TOUCH) 0

Lifestyle Matrix

RESOURCE CENTER

Blog

NC(CCC(=O)N[C@@H](CS)C(=O)NCC(=O)O)C(=O)O

The Master Antioxidant: Bioavailability of Oral Glutathione Supplementation

By Kareem Kandil, MD, ND

Glutathione is produced in the cytoplasm of every cell in our bodies and helps to recycle and recharge other antioxidants, such as vitamins C and E. However, for years, the prevailing belief of clinicians and researchers has been that oral glutathione has little to no bioavailability, with its molecular size thought to preclude its absorption.¹ However, the results of a 2014 study published in the European Journal of Nutrition challenged this prevailing belief about the oral availability of glutathione.²

[Read more](#)

Check Out Our New Blog Post!

The Master Antioxidant: Bioavailability of Oral Glutathione Supplementation

KAREEM KANDIL, MD, ND

Oral Health

> Emails (1)	SENT 5,305	UNIQUE OPENS 1,659	UNIQUE CLICKS 162
> Social posts (3)	FACEBOOK CLICKS 0	TWITTER CLICKS 0	LINKEDIN CLICKS 1
> Traffic 📍	VIEWS 261	NEW VISITOR SESSIONS 181	CONTACTS (FIRST TOUCH) 0

Example of consistency
across marketing
channels

Overview

SESSIONS ⓘ
327

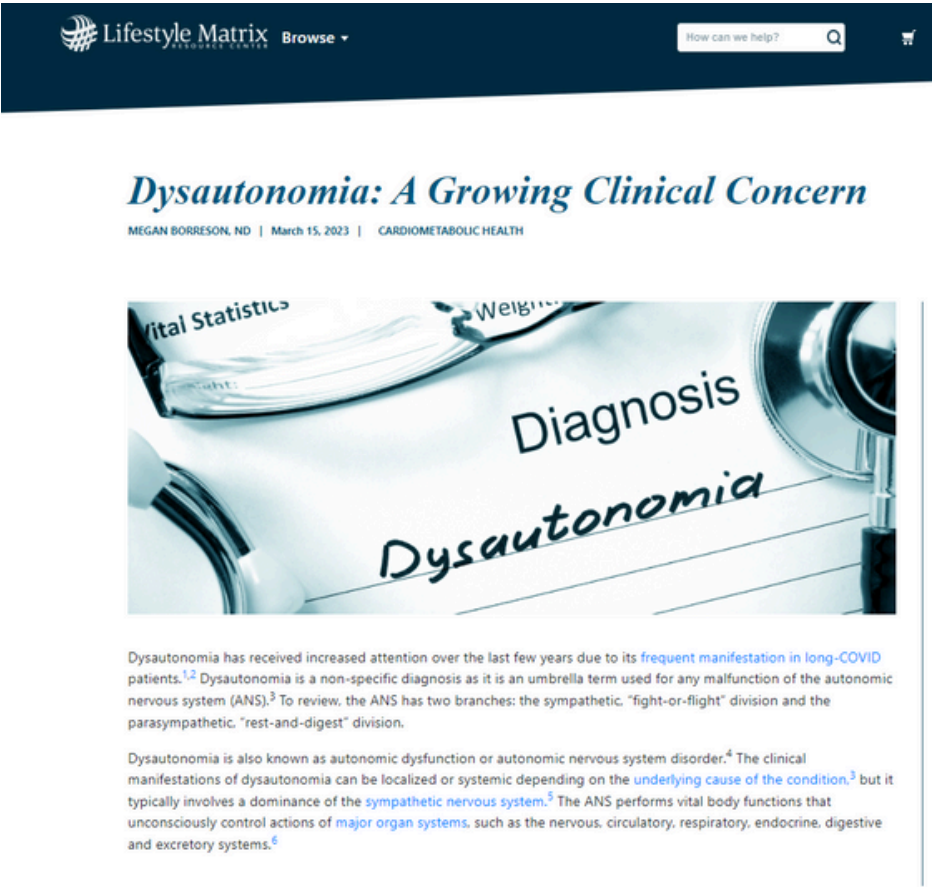
NEW CONTACTS (FIRST TOUCH) ⓘ
1

INFLUENCED CONTACTS ⓘ
1,643

Blog

Email

social



> Emails (1)

UNIQUE CLICKS
195

UNIQUE OPENS
1655

SENT
5337

> Social posts (3)

FACEBOOK CLICKS
0

LINKEDIN CLICKS
0

TWITTER CLICKS
0

> Traffic ⓘ

VIEWS
370

NEW VISITOR SESSIONS
264

CONTACTS (FIRST TOUCH)
1

orthopacks.com launch

Consistent Approach
KPI:

Web:
Email
Social: 87 likes | 2 comments | 25 reposts
Banner
Heat Map

> Emails (3)	UNIQUE CLICKS		UNIQUE OPENS	SENT
	666		4853	27899
> Social posts (1)	FACEBOOK CLICKS		LINKEDIN CLICKS	TWITTER CLICKS
	0		0	0
> Traffic ⓘ	VIEWS		NEW VISITOR SESSIONS	CONTACTS (FIRST TOUCH)
	1,153		552	0

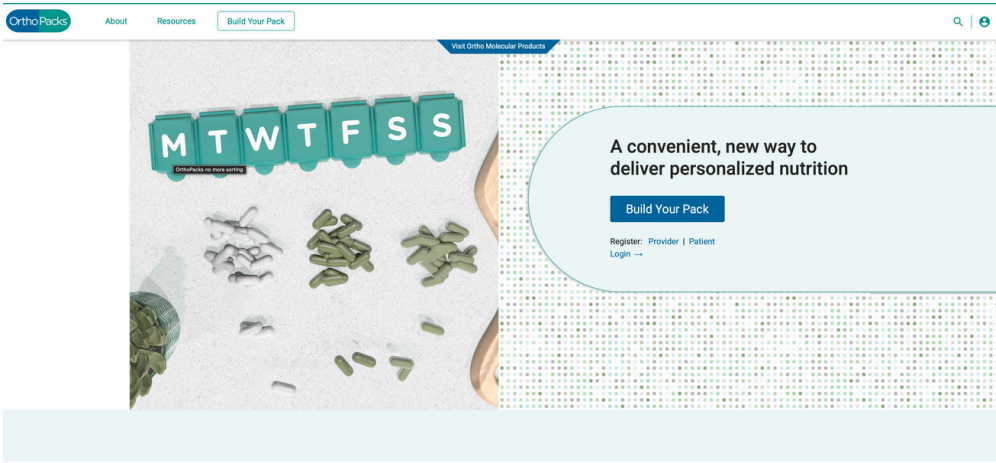
Overview

SESSIONS ⓘ
632

NEW CONTACTS (FIRST TOUCH) ⓘ
0

INFLUENCED CONTACTS ⓘ
3,408

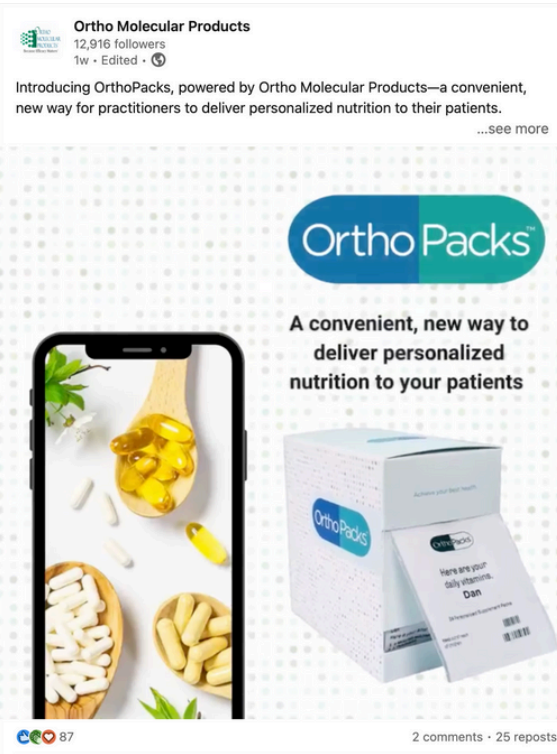
Website



Email



social



Banner



HR “About Us”

Who We Are



Awards



Why Ortho



Next Steps

1

Continue templatize all the email campaigns

2

Adopt more automation

3

Transition the entire Service team on HubSpot

4

Adopt messaging - in HubSpot

4

Combine Paid with Social to increase lead generation conversions.

7

Adopt TikTok based on the segmented target audience - Jennifer and Debbie Personas

8

Increase social presence at the events with before, during and post event activity, behind the scenes activity, tagging partners and influencers.

9

Consider combining organic with paid campaigns for increased engagement and lead generation conversions.

10

Consider advanced influencers partnership through Klear by Meltwater systems for planning, tracking and attribution

Continue Sales and Marketing Pipeline development in HubSpot to provide MQL and nurture SQL

[HubSpot Next Steps]



- **Implement HubSpot Service Hub for LMRC sales and Ortho Service**
- **Create Ortho Forms in HubSpot**
- **Finish connecting all the websites with HubSpot including OrthoPacks**
- **Continue with Data Cleaning - HubSpot App**
- **Create Marketing and Sales Pipeline to provide MQL and nurture the Sales Qualified Leads**
- **Integrate HubSpot CRM with Google Ads**
- **Integrate HubSpot CRM with Social Ads**
- **Improve list segmentation**
- **Incorporate AI copy and graphics for social, email, blogs, chat bots, and forecasting.**
- **Integrate Project Management into HubSpot**