

AUTOSOMAL DOMINANT POLYCYSTIC KIDNEY DISEASE

A LIQUID GRIDS
MARKET RESEARCH STUDY
BY THE NUMBERS:
JUNE 21-JULY 3, 2013



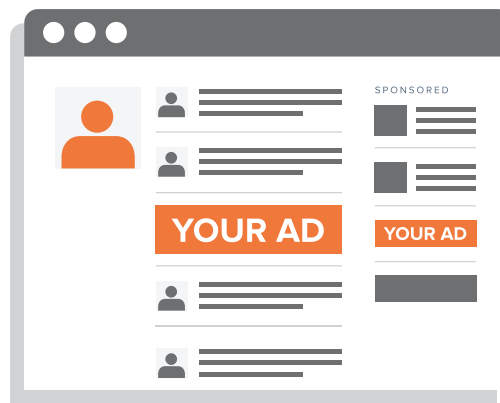
MARKET RESEARCH STUDY



138,997



Targeted Impressions



With 138,997 targeted impressions to ADPKD patients with a click through rate of .75%. Liquid Grids was able to outperform all other providers while delivering significant results.

That's what Liquid Grids™ Guaranteed Impressions are all about. Whether it's organic reach through earned media or promoted via paid media, Liquid Grids™ guarantees impressions of your Liquid Content and delivers a Return On Investment model for your social media marketing campaign.



.75%

Average Click Through Rate



95%

Survey Completion Rate



Occurring all over the world, Autosomal Dominant Polycystic Kidney Disease (ADPKD) affects about 1 in 400 to 1 in 1000 people. Roughly 50% of people suffering from ADPKD will develop end stage kidney disease and require dialysis or kidney transplantation.



75%

Valid Survey Starts
to Completes



5%

Dropout
Rate

THE RESULT

Liquid Grids Outperformed All Other Providers