

# Executing An Agile, Fast-Learning Strategy

Using Our Proprietary Methodology  
To Launch A New Product For  
Mass-Market Adoption



## CHALLENGE

As a start-up building its DNA testing foundation, 23andMe had an ambitious goal to genotype 1 million customers. While sales to date have been generated mostly by tech-savvy early adopters, 23andMe needed a much more scalable program with broad consumer appeal.

## SOLUTION

Our marketing goal was to drive consumers online to purchase a personal genetic testing kit in a simplified 1-step sales process. Serum and Hacker Group executed an agile, fast-learning strategy using our proprietary PowerTest approach, testing three package formats across 34 audience segments, 35 different lists, 3 package designs and 3 price points – all-in-all over 272 test cells to identify the most effective packages in the least amount of time.

Specifically, the PowerTest approach established pipeline performance benchmarks—response, cost-per-response, sales and cost-per-sale— for combinations of marketing variables and identified which combinations resulted in the lowest cost-per-sales. These learnings were consistently updated and applied to in-market programs to improve conversions.

## RESULTS

Given the newness of genetic testing and the need for consumers to feel reassured of the technology and brand, testimonials and personal appeals from company executives delivered the strongest responses. While traditional direct mail reached the right targets, consumers leveraged technologies such as QR Codes to go directly online, simplifying the process and **lifted performance up to 52%**. Finding targeted audiences most open to the idea based on interests in science, technology and health drove higher responses as well