

Best Promotional Message – Direct Sale or Lead Gen Offer
Silver B2C
CPAP.com – New Mirage SoftGel Nasal Mask Introduction

Brand/Client Side Team:

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Vendors/Agencies:

ExactTarget

MarketingSherpa Summary – Why They Won:

The team at the ecommerce site Cpap.com had a unique challenge: New FDA rules required those who suffered with sleep apnea to have a prescription for items that previously hadn't required them. Thus, their promotion for a new sleep apnea mask had to be compelling enough to get prospects to return to their doctor's office and get a prescription on file before purchasing. But they made a strong case for the features and benefits of the new product, using copy and images. The results:

- o 40% open rate
- o 25% click-to-open ration
- o 4.4% conversion rate

From Their Nomination Form:

This new product launch sold out all inventory and spurred a huge increase in prescriptions we were able to put on file.



Introducing the New Mirage SoftGel Nasal Mask

Be the first to try ResMed's newest mask with the latest Gel technology!



SoftGel Features

- 1. MicroFit Dial.** With 24 positions, the MicroFit Dial can easily be adjusted to fit your forehead. This enhances the seal and offers a more comfortable, personalized fit.
- 2. DoubleGel Cushion.** This two-layer cushion provides the perfect amount of softness and support. The inner layer is composed of a dense blue layer designed to maintain shape and stability. The soft clear outer layer allows the mask to better form to the varying contours of your face.
- 3. ConvertAble Frame.** The SoftGel has the same cushion attachment as the Mirage Active LT, so users can now interchange cushions from one mask to the other. This provides greater flexibility, cost savings and more selection by mixing and matching.
- 4. Exhalation Port.** This redesigned exhalation port diffuses air softer and quieter. This makes exhalation easier and creates a more peaceful experience for your bed partner.

Free shipping for orders over \$99.00

[Get a SoftGel!](#)