

Vyrex Clear Sample Validation Report

Full Survey Results: <https://www.surveymonkey.com/stories/SM-HZCNKYB9/>

Fig.1: Were you previously aware that household disinfectants and antibacterial wipes can damage your tech?

| ANSWER CHOICES | RESPONSES |
|----------------|------------|
| Yes | 70.00% 70 |
| No | 30.00% 30 |
| TOTAL | 100 |

Fig.2: Were you previously aware that household disinfectants and antibacterial wipes are unlikely to completely clean your tech due to improper application and a lack of ability to kill certain types of viruses?

| ANSWER CHOICES | RESPONSES |
|----------------|------------|
| Yes | 63.00% 63 |
| No | 37.00% 37 |
| TOTAL | 100 |

Fig.3: What interests you the most about Vyrex Clear?

| ANSWER CHOICES | RESPONSES |
|--|-----------------------------------|
| UV light cleaning - The ability to clean my tech without damaging it with harmful chemicals from disinfectant or antibacterial wipes | 29.00% 29 |
| Medical grade cleaning (UV-a&c) - The ability to completely clean my tech more effectively than with disinfectant or antibacterial wipes | 47.00% 47 |
| The ability to wirelessly charge my tech whilst it is cleaned | 4.00% 4 |
| The ability to clean a variety of items with UV, not just a phone | 20.00% 20 |
| Other (please specify) | Responses 0.00% 0 |
| TOTAL | 100 |

Current Barrier to Sales: Highlighted & Tested by the Ad Comments and the Survey

- **Lack of knowledge**
 - There's a portion of people that don't see the value in the product over using antibacterial wipes, rubbing alcohol or disinfectant. There is a clear lack of knowledge on why UV is better and safer than household cleaning products.
 - Evidence
 - This was the largest topic of conversation in the ad comments which highlights the potential missed audience.
 - Tested in the survey see **Fig.1 & Fig.2**,
 - The majority of people who are signing up are aware of the issue which shows we're not signing up many of the potential backers that aren't aware.
 - We've also tested ad copy that aims to educate on these topics and it has outperformed all other copy.
 - This link was posted in the comments on one of the ads, a good example of what can be done to educate, particularly the comparison section showing the bacteria left after wipes https://www.phonesoap.com/blogs/news/why-you-shouldnt-use-alcohol-to-clean-your-phone?_pos=2&_sid=328abcd1a&_ss=r
- **Proof & testing**
 - Proof that the product works and a call to see the results of independent testing has been mention both in the ad comments and again in the final question of the survey
 - Evidence
 - Just under 10% of answers to Q6 related to this topic
 - Just over 10% of comments on ads related to this topic
 - Again some form of comparison like shown on the Phonesoap blog post linked above is an easy way to give some form of clarity and confirmation the product works.
 - Assuming an independent test isn't possible.
- **Competitors & Price**
 - Another big topic of conversation in the ad comments and in the answers to Q6 of the survey has been people linking/referencing Phonesoap XL or the variety of alternatives at cheaper price points currently on Amazon.
 - The data from Q6 of the survey suggests that price point and how it matches up to competitors is going to be a key factor in the conversion rate of the campaign page.

- Finding a way to easily showcase the difference between Vyrex and it's competitors to increase the perceived value will help with this.
- **The dangers of UV**
 - We've seen a few comments on ads from people who are worried about the potential dangers of UV Light.
 - Not a big group of people so is probably just something for the FAQ section of the campaign.

Other Findings

- Delivery date of product
 - Kickstarter crowd are mentioning that it will likely not turn up for a year so is irrelevant to the covoid-19 situation.
 - Adding the launch date and the estimated delivery date low down on the landing page may help with this.
- Landing page and campaign page main message
 - **Fig.3** shows that the ability to get a more complete and effective clean is the main draw for the majority of people.
 - Changing the messaging on the LP & CP to focus more on this should improve results
 - We've tested ad copy that uses 'medical grade' as a term against copy that is more simple 'best possible' currently the more simple terminology is outperforming.
 - The current theory is that the term 'medical grade' catches peoples attention but isn't as easy to understand as 'best possible'
 - This is still being tested, we will feedback further findings when we have them.
- Wireless charging feature isn't that big of a selling point.
 - **Fig.3** has also shown that wireless charging isn't a Key USP. It adds value but this should be presented lower down the Campaign page as it's not why most people are considering buying.