

"Behind the screens" research amongst Erectile Dysfunction (ED) sufferers –

Overcoming privacy issues and identifying usage, attitudes and product strength of male potency pill



Challenge

Track the **usage habits of a leading male potency pill** and competitor products for a well known pharmaceutical company in order to **improve the pill's effectiveness**.

Approach

ED-related studies are **highly sensitive and quite challenging to conduct** (i.e. email invitations might be seen as spam emails, respondents are reluctant to share their thoughts on personal issues), which results in a very difficult recruitment of respondents. KNOTS Research successfully overcame these obstacles and **500 online interviews were completed by male respondents in each of the 24 countries worldwide** (screened among 18,000 males per country) by -

- **applying a very personal and engaging invitation** and introduction screens, in detail explaining the purpose of the study and the importance of its results to respondents
- **continuously assuring respondents' anonymity** and confidentiality throughout the whole questionnaire
- **posting a warning before each 'sensitive question'**, informing respondents about the nature of the question and the importance of improving the medication.

Insights

Distinct usage patterns of male potency medications were revealed. **Client's and competitors' pill strength** were monitored globally and in great detail leading to new insights and further **improvement of the medication**, especially making it **safer for men with underlying health problems**.