

Table of Contents – Case Studies

Xiidra 1

Sharpen by McGraw Hill 3

Horizon Organic..... 4

Xiidra | Response Media

Behavioral Science at Work: Xiidra insider Drives 30% Higher Prescription Fill Rate

Dry eye disease (DED) impacts over 38 million people in the US. Yet, it continues to be widely misunderstood and underdiagnosed. Chronic dry eye, caused by aging, environmental factors, and increased screen time can lead to long-term vision issues and persistent discomfort if left untreated.

Unlike OTC drops that merely put a band-aid on symptoms, Xiidra® (lifitegrast ophthalmic solution 5%) is the only nonsteroid anti-inflammatory prescription drop that targets the root cause of inflammation.

In 2024, Xiidra® partnered with Response Media, leveraging their expertise in creating data-led strategies to launch Xiidra insider, a groundbreaking CRM program designed to bridge the gap between awareness and action. Response Media’s behavioral science-based frameworks connected with dry eye sufferers to educate, empower, and activate them with helpful resources to strengthen connections between patients and Eye Care Providers, drive Xiidra® prescription starts, and increase treatment persistence.

Key strategies:

- 1. Create a strategic data-capture framework to understand individual sufferers
- 2. Educate sufferers and position Xiidra as the #1 choice for dry eye inflammation
- 3. Understand and overcome barriers to treatment initiation
- 4. Bolster beliefs and navigate concerns to ensure adherence and long-term patient success

Response Media conducted primary research grounded in behavioral science, specifically the Optimal Stimulation Level Theory and the Necessity-Concerns Framework to understand the undiagnosed patient mindset. This work aimed to increase adoption and persistence by identifying key barriers, including drivers of frustrations with current

treatments, beliefs in medications, and concerns that prevent treatment adoption and adherence.

These insights informed a dynamic, personalized communication strategy that aligned with psychological readiness and addressed core drivers of hesitation. Stage-specific messaging met patients where they were—resolving doubts, reducing friction, and motivating action across the patient’s journey. Social proof and testimonials from everyday users and celebrity spokesperson (and actual patient) Julie Bowen reinforced credibility, demonstrated outcomes, and set realistic expectations for relief and usage.

Response Media’s behavioral science-driven strategy transformed insights into action through engaging personalized content and email journeys. By delivering relevant information at the right time, the program educated dry eye sufferers, helped them, increased prescription volume, and significantly improved treatment persistence.

The Impact

- **Xiidra insider drove 30% higher prescription fill rates compared to non-members.**
- **Xiidra insider members were 2x more likely to continue successfully using Xiidra at month 7 compared to non-members.**
- **55% engaged with personalized content designed to convert belief into action (4x higher engagement than benchmark)**
- **Xiidra insider members accounted for approx. 1/3 of new patients making copay claims, indicating the platform was a significant contributor to new Xiidra prescriptions**
- **65% of new members enrolled in the program were chronic dry eye sufferers not currently using a prescription treatment**

Together, Xiidra and Response Media set a clearer vision for dry eye care, delivering more impactful patient journeys and improved health outcomes.

Sharpen's 60% Growth Proved Gen Z Will Study (If You Make It Fun)

Sharpen by McGraw Hill is a mobile study app designed to help students reinforce key concepts through interactive tools. But even the best-designed apps face a challenge: Gen Z is busy, skeptical, and flooded with content.

The objective? Turn Sharpen from a downloaded app into a daily habit that can drive measurable academic improvement.

Response Media's solution was rooted in behavioral science, using data-led strategies to build study habits, not just clicks. We implemented a strategic cadence of emails and push notifications designed to land when students were most likely to engage.

Key strategies:

- Designed behavior-led email and push cadences at peak engagement times, encouraging consistent study routines and helping students feel supported
- Delivered supportive content that met students where they were, helping them stay on track, reduce friction, and avoid feeling overwhelmed
- Applied detailed segmentation by user behavior and journey stage to tailor messaging to each audience segment for greater relevance and impact
- Aligned communications with academic milestones to ensure timely help to students throughout the semester

The campaign rolled out in phases aligned with the Spring 2025 academic calendar. Early communications welcomed students into the semester and encouraged habit formation through tools like the Quiz Bank and the "Improve" function, which simulate exam conditions and offer AI-driven recommendations to target individual knowledge gaps. One student described the experience this way: *"I can sit back and watch the video, then read through the summary, know the specific points I have to remember, and then jump into the quiz... I prefer this for learning."*

Email communications were strategically timed around key academic milestones, helping students see immediate value when they needed support most. As one student put it: *"Just one chapter in my textbook has so much information... Sharpen helps me know what to study."* These messages were reinforced by push notifications, boosting connection without overwhelming users. Together, these touchpoints created a sustained, value-based engagement.

The results? A clear win for behavior-led strategy:

- **59.81% growth in paid subscribers**
- **37% increase in email open rates**
- **20.19% rise in power users (students completing 10+ activities)**

This wasn't just a campaign. It was proof that the right behavioral approach will engage and motivate even the hardest-to-reach audiences. By positioning Sharpen not just as a study tool, but as a daily ally in academic success, Response Media helped McGraw Hill evolve Sharpen's role in students' lives.

[Horizon Organic](#) | Response Media

Turning Tradition into Engagement: Response Media Turned a Stick of Butter into a Seasonal Win for Horizon Organic

Butter is at the heart of countless Thanksgiving recipes, and Horizon Organic wanted to be the brand behind those meaningful holiday moments. Partnering with Response Media, they launched a data-informed, multichannel campaign that transformed this everyday cooking essential into a massive driver of consumer engagement, product discovery, and timely brand connection. The campaign came to life across email, social, and web, uniting creativity and strategy to deliver **Horizon Organic's most successful social activation to date.**

The objective? Drive engagement, elevate brand relevance, and spotlight Horizon's full dairy portfolio through a campaign rooted in consumer insight and holiday behavior.

We asked consumers: *How much butter is in your Thanksgiving spread?*

This simple question prompted an Instagram giveaway, inviting followers to comment with their butter prediction for a chance to win a year's supply. With email driving traffic to the post, the campaign turned scrollers into participants and surpassed engagement benchmarks. Email served as the campaign's launchpad, activating Horizon Organic's full active database.

Key strategies:

- Developed a seasonal, insight-driven concept centered on a simple engaging question

- Leveraged first-party data to segment audiences and deliver tailored, relevant messaging across various types of subscribers driving deeper engagement
- Deployed email as a primary activation channel, using clear CTAs to drive engaged traffic to the Instagram giveaway, holiday recipes, and product portfolio
- Enhanced email performance with interactive creative: animations, GIFs, quizzes, and A/B-tested coupon offers to capture attention and motivate action

The campaign was grounded in Response Media's core strength: using behavioral insights and data-led strategy to drive meaningful consumer action. As a pioneer in performance marketing for over 45 years, we specialize in creating precision-targeted, emotionally compelling programs that convert attention into action.

Results:

- 909 Instagram contest entries (comments)
- 100x more comments than past Horizon brand posts
- 13x more likes than average brand posts
- 25% average email open rate (coupon and non-coupon segments)

In a season steeped in tradition, Response Media helped Horizon Organic cut through the holiday clutter with a campaign as smart as it was simple. By turning a humble stick of butter into a catalyst for conversation and connection, we transformed passive audiences into active participants—and reminded consumers that Horizon belongs at the heart of their holiday table. Grounded in a timely, consumer-first idea and executed with strategic precision, the campaign delivered standout engagement, a seamless multichannel experience, and ultimately exceeded client expectations.