

Case study

The Femedic x Nature's Best

BY NATURE'S BEST | MENSTRUATION | 16 JULY 2018

Getting pregnant with PCOS: should I take supplements?



This is a sponsored post in collaboration with Nature's Best

If you have been diagnosed with PCOS, and are considering having a child or think you may want to have children in the future, it is likely that you may have concerns about your fertility. The condition is estimated to affect one in five women in the UK¹, and infertility, or problems conceiving, is just one of the numerous unpleasant symptoms it can cause, others of which include hirsutism (excessive growth of body hair), acne, and weight gain.

Fortunately, there is plenty of help at hand if you do have PCOS, both in terms of managing symptoms and improving fertility, so you can rest assured that just because you have received a diagnosis, it doesn't necessarily mean you won't be able to conceive.

The reasons why PCOS affects fertility are numerous and complicated, but at their most basic they relate to an imbalance of hormones, meaning that you don't ovulate, or only ovulate infrequently. In order to ovulate, your body goes through a chain reaction of causes and effects involving your hormones, so when one of these is compromised it can put the whole system into disarray. PCOS can also increase your levels of "male" hormones, (for example, testosterone) which can compromise egg development.

This all sounds complicated, but in terms of getting pregnant it is important to focus on maximising your chances and ensure you are ovulating.

One of the key things you can do is to ensure you maintain a healthy weight and lead a healthy lifestyle, including exercising regularly. It is also important to ensure you are obtaining all the key nutrients you need to optimise your chances of conceiving and having a healthy pregnancy.

Which nutrients are important for pregnancy in PCOS?

PCOS has been linked to a deficiency in certain nutrients which are vital if you wish to conceive. In women with PCOS, having a vitamin D deficiency is associated with a 40% reduction in your odds of having a live birth, independent of the effects of obesity, insulin resistance, or even ovulation induction treatment.²

Vitamin D plays an important role in reproduction, including ovarian follicular development, follicle-stimulating hormone (FSH) sensitivity, and progesterone production. However, 67-85% of women with PCOS are believed to suffer from vitamin D deficiency, which can exacerbate PCOS symptoms, including menstrual irregularities.³ Having low vitamin D levels is also related to insulin resistance in women with PCOS, and insulin resistance in itself can impact fertility.⁴

"We were one of the first partners to work with The Femedic, at the early stages we could see the potential of the platform and the content plans Monica and team had outlined were both exciting and relevant to our aims. The team are really focused on giving partners full transparency on how investment is spent, and are keen to demonstrate the value of your investment. It's been good to watch the platform go from strength to strength in such a relatively short time since launch".

-Paul Ferron, eCommerce and Digital Marketing Manager, Nature's Best

The brief

The Femedic worked with Nature's Best to reach women who live with polycystic ovary syndrome (PCOS) and who were trying to get pregnant, who might benefit from particular supplements.



Strategy

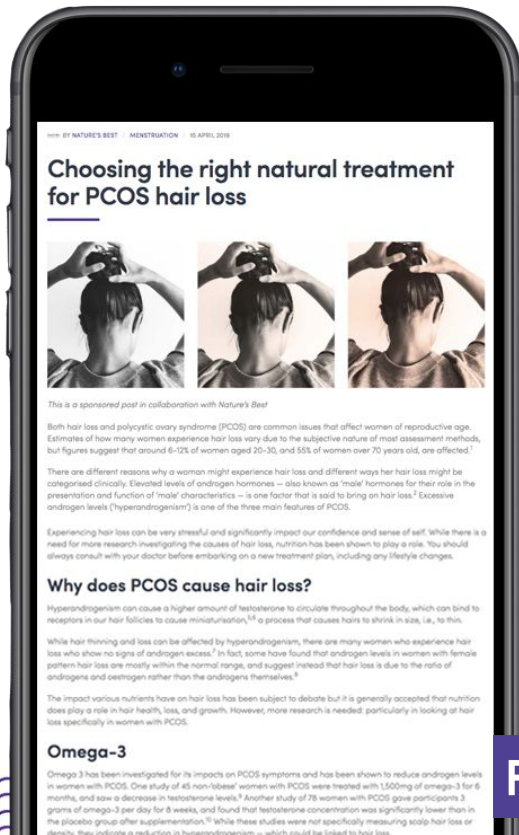
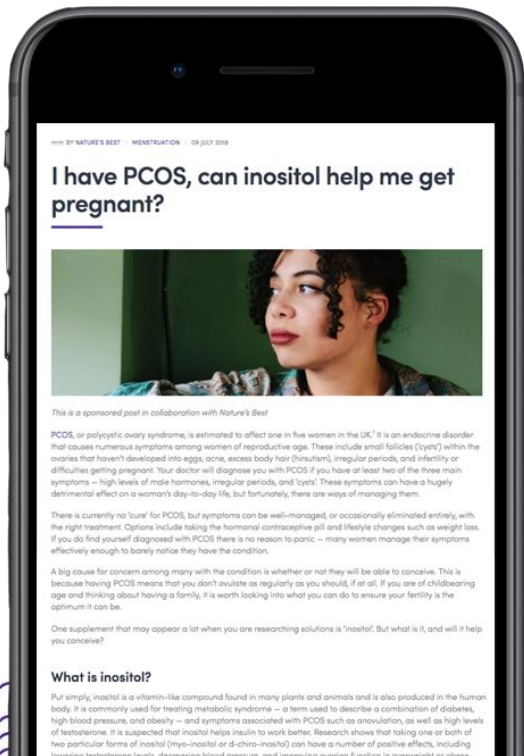
We completed a tailored version of our methodology, **experience analysis**, to uncover how women were searching for answers relating to our brief and analyse the value they were getting from existing digital content.

From here, we identified what was missing from that digital conversation, and defined how we could create unique and informative content that forged a genuine connection with the reader.

We ran a nine-month column on The Femedic, advising on topics, titles, and article tone. The Femedic also produced the content with editorial input from Nature's Best.



The content



Results

72,000+ total page views

2,000+ keyword rankings

Referral traffic to Nature's Best resulted in **sales** and **revenue**

Average time on page **5 minutes**



Thank you

Let's connect

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