

ECZEMA STUDY

Scenario

This clinical research site was using ImageBloom and a competitor to see how each marketing agency performed. We were given the same budget for the first run as the competitor.

BUDGET \$3,960

Challenges

The first run received similar results to the competitor. The competitor received less leads but had one randomization like our first run. However, after speaking with the site about the remaining budget and how we would utilize, we were awarded the remaining budget.

Actions

Since we had run the original ad campaign, we incorporated retargeting efforts to reengage those who did not complete their submission or those who visited their website. Additionally, we ran a generic campaign with no additional targeting than the original campaign.

Results

We received less leads, but we received more qualified leads. At the time of writing the case study, the client had 1 randomized and 2 scheduled for screen. We were only able to receive these leads by working with the client's budget and needs and leveraging their original campaign for remarketing.

 **47** REFERRED LEADS

 **01** PATIENTS RANDOMIZED

 **02** PATIENTS ENROLLED

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