

# LOW TESTOSTERONE STUDY

## Scenario

This research site was recruiting for a low testosterone study. This study ran one campaign with a \$5,000 using only social media advertising.

**BUDGET \$5,000**

## Challenges

The first cohort of this study closed leaving only the cohort requiring a history or risk of cardiovascular disease such as a stroke or heart attack. This cannot be specifically targeting on social media and certain questions cannot be asked on a lead

## Actions

Using engaging but careful wording to follow sponsor/IRB/Facebook regulations we were able to bring in enough leads to narrow down the ones with CV risk.



## Results

 **272** REFERRED  
LEADS

 **02** PATIENTS  
RANDOMIZED

 **19** PATIENTS  
ENROLLED

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