

# RSV VACCINE STUDY

## Scenario

This clinical research site was looking to maximize enrollment in one month for a RSV vaccine study. They had a \$5,000 budget that they wanted to spend in 1 month.

**BUDGET \$5,000**

## Challenges

The study was open to healthy volunteers, which resulted in a high volume of leads, but with lower intent. This client also presented with a challenge of a shortened timeline to complete recruitment. They only had one month to complete a campaign before recruitment closed.

## Actions

A Facebook lead generation campaign was created targeting healthy volunteers with the specified age range and location. Adjustments were made to the targeting and lead form to receive leads with a higher intent.

## Results

In one month, 387 leads were received through Facebook campaign. Of those 387, five were enrolled and four were randomized. The cost per lead was \$10.32. The client was able to build their database of healthy volunteers for future studies immensely.

 **387** REFERRED  
LEADS

 **04** PATIENTS  
RANDOMIZED

 **05** PATIENTS  
ENROLLED

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