

VITILIGO STUDY

Scenario

This clinical research site was recruiting for a new Vitiligo study. They wanted to start with a \$2,000 spend for the first month. After a successful first month, they wanted to increase the spend to \$2,500 for the second month.

BUDGET \$4,500

Challenges

Starting with a budget such as \$2,000, the results may not be as strong as if you were to put the entire advertising budget on the first month. Many of the leads from the first month already saw and applied for the study, so the randomizations for the second month may not be as high.

Skin care studies are also a challenge on Facebook due to the restrictions on using images of direct body parts.

Actions

A Facebook lead generation campaign was created to target study-specific age range and location of the site. The first month the ads were fresh and had never been seen by the public. The second month the ads were not getting as much traction in the beginning, so some adjustments had to be made to freshen up the ads.

Results

In the first month of the campaign, 81 leads were received, 5 were enrolled and 4 randomized. The cost per lead was \$20.28. The second month of the campaign, 63 leads were received, 2 were enrolled and 2 were randomized. The cost per lead was \$34.22. Overall, the spend of \$4,500 over two months resulted in 6 randomizations. The client was able to meet their recruitment goals within their advertising budget.

 **144** REFERRED LEADS

 **06** PATIENTS RANDOMIZED

 **07** PATIENTS ENROLLED

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