

**CASE STUDY:****ImageBloom, Inc. Drives Successful Enrollment in Alzheimer's Clinical Trial Through Innovative Digital Marketing****Client Background**

ImageBloom, Inc. partnered with a US-based research site dedicated to advancing Alzheimer's research. The client aimed to enroll participants in a groundbreaking clinical trial exploring a cutting-edge treatment for Alzheimer's disease.

**Challenge**

Enrolling participants for clinical trials, especially for conditions like Alzheimer's, poses a unique set of challenges. Raising awareness, targeting the right audience, and ensuring engagement are crucial aspects of a successful recruitment campaign.

**Strategy**

ImageBloom, Inc. devised a comprehensive marketing strategy leveraging various platforms to maximize reach and engagement.





## **1. Spotify Campaign:**

- Utilizing Spotify's vast user base, ImageBloom created targeted audio ads to reach potential participants and their caregivers.
- The ads emphasized the importance of contributing to Alzheimer's research and directed listeners to a dedicated trial landing page where they could learn more about getting involved.

## **2. Google AdWords:**

- Leveraging Google's extensive search network, ImageBloom implemented strategic keyword targeting related to Alzheimer's, clinical trials, and related topics.
- Display ads were designed to capture the attention of individuals actively seeking information about Alzheimer's research.

## **3. Facebook Advertising:**

- Crafting visually appealing and emotionally resonant ads, ImageBloom targeted specific demographics likely to be interested in contributing to Alzheimer's research. Ensuring the campaign targeted community groups and caregivers was critical.
- The campaign included carousel ads, video content, and sponsored posts to increase visibility and engagement.

## **4. Direct Mailers:**

- Recognizing the importance of traditional outreach, ImageBloom designed and distributed targeted mailers to specific geographic areas, assisted-living facilities, and other facilities.
- The mailers provided a tangible and personalized touch, encouraging potential participants and their caregivers to visit the study website or contact the research site.

## **5. MyLocalStudy Patient Database:**

- Leveraging our existing MyLocalStudy patient database, ImageBloom implemented email and text campaigns to inform and engage individuals who had previously shown interest in clinical trials.
- Personalized emails highlighted the specific relevance of the Alzheimer's trial and encouraged participation.



## Results:

The collaborative efforts across multiple digital avenues yielded exceptional results:

### 1. Increased Website Traffic:

- The combined efforts of Spotify, Google, and Facebook campaigns led to a significant increase in traffic to the study landing page.

### 2. Diverse Participant Pool:

- The targeted approach resulted in a diverse pool of participants, ensuring a representative sample for the clinical trial.

### 3. High Engagement Rates:

- The personalized nature of direct mailers and email campaigns, coupled with compelling digital content, contributed to high engagement rates.

### 4. Timely Enrollment:

- The accelerated recruitment pace allowed the research site to meet and exceed enrollment targets ahead of schedule.

### 5. Positive Feedback:

- Participants cited the innovative and informative nature of the digital campaigns as a key motivator for their decision to enroll.

ImageBloom, Inc.'s holistic digital marketing strategy proved instrumental in the successful enrollment of participants for the Alzheimer's clinical trial. By leveraging the power of Spotify, Google, Facebook, mailers, and the MyLocalStudy patient database, the campaign not only met its objectives but also set a benchmark for future clinical trial marketing initiatives. The collaboration demonstrated the potential of digital avenues in advancing medical research and fostering community engagement.

