

CASE STUDY:

Recruitment Success for Type 2 Diabetes Clinical Trial



Client: Large U.S. Site Network
Campaign Duration: 6 months
Enrollment Goal: 73 Participants
Locations: 8 U.S. Sites

Background

ImageBloom, Inc., a women-owned and women-operated patient recruitment agency, partnered with a large U.S.-based clinical research site network to support participant enrollment for a Type 2 Diabetes clinical trial. The network spanned eight geographically diverse locations and required rapid, qualified participant enrollment to meet a target of 73 individuals. Through an integrated and data-driven recruitment campaign, ImageBloom successfully met the enrollment goal on time and on budget.



Goals & Challenges

Primary Goal:

Recruit 73 qualified Type 2 Diabetes participants across 8 U.S. research sites within a limited time window.

Key Challenges:

- Highly competitive therapeutic space
- Diverse site capabilities and resource constraints
- Limited brand awareness for the site network in certain markets
- Tight recruitment timeline

Strategy & Approach

To overcome these challenges, ImageBloom deployed a multi-channel, hyper-targeted recruitment strategy that leveraged innovative digital marketing, advanced analytics, and operational coordination.

1. Precision Targeting Using First-Party & Predictive Data

- Utilized patient database segmentation and geofencing to identify high-probability audiences based on health behaviors and comorbidities.
- Implemented AI-driven lookalike modeling to expand reach to similar qualified populations across digital platforms.

2. Omnichannel Campaign Execution

- Digital advertising: Facebook, Instagram, Google Display, and Native Ads tailored to each region.
- Email marketing: Triggered nurture campaigns targeting pre-qualified leads from ImageBloom's proprietary database.
- Community outreach: Collaborated with local health organizations and diabetes educators to enhance trust and awareness.

3. Localized Creative & Messaging

- Developed custom creative assets for each site location to reflect regional demographics, language nuances, and site-specific staff imagery to humanize the study and boost trust.
- A/B tested headlines and visuals for optimal performance.

4. Streamlined Funnel & Prequalification

- Built a mobile-optimized, conversion-focused landing page with dynamic routing to site-specific coordinators.
- Automated pre-screening forms filtered out ineligible candidates early, reducing site burden and improving screen fail rates.

5. Real-Time Performance Monitoring

- Used ImageBloom's proprietary reporting dashboard to track lead quality, source performance, and site conversion rates in real time.
- Rapid optimization cycles enabled budget reallocation to top-performing geographies and tactics.

Results

- **100% of enrollment goal met:** 73 participants enrolled across all 8 sites.
- **Efficient timeline:** Enrollment completed within the projected recruitment period.
- **Improved screen-fail ratio:** Prequalified lead process resulted in a 27% lower screen-fail rate compared to industry average.
- **Top-performing tactics:** Facebook Lead Ads and Google Search campaigns drove 68% of qualified leads.

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“ImageBloom delivered exactly what we needed—speed, quality, and constant communication. The results exceeded our expectations, and we couldn't have met our goal without their expertise.”

— Clinical Operations Director

Conclusion

This campaign highlights ImageBloom's ability to deliver recruitment results through smart strategy, agile execution, and an unwavering focus on the patient experience. Whether it's a single site or a nationwide network, our proven model scales to meet enrollment goals in even the most competitive therapeutic areas.

Ready to accelerate your study enrollment?

Contact ImageBloom at info@imagebloom.com to start your recruitment success story.