

CASE STUDY:

Enrollment of Shingles Vaccine Trial in Adults 50+



Client Objective

A leading pharmaceutical sponsor partnered with ImageBloom, Inc. to accelerate enrollment in a Phase III shingles vaccine clinical trial targeting adults aged 50 and older. The study aimed to enroll 125 participants across 12 U.S. sites within 6 months.

Results Summary

- 125 participants enrolled in 5.5 months
- 12 geographically diverse U.S. sites
- All sites met or exceeded enrollment targets
- High-quality, pre-screened referrals

Recruitment Strategy & Tactics

1. Data-Driven Targeting with Volunteer Database

ImageBloom leveraged its proprietary 2.5 million+ volunteer database, filtering for age (50+), prior vaccine interest, and geographic proximity to sites. Customized outreach via email and SMS nurtured these warm leads through education and pre-screening, accelerating early enrollment momentum.

Tactics:

- Geo-targeted email and SMS campaigns
- Age- and interest-segmented audience targeting
- Educational content emphasizing shingles risks and vaccine benefits



2. Spotify & Pandora Streaming Audio Campaigns

Recognizing audio platforms' popularity among adults 50+, ImageBloom deployed streaming audio ads on Spotify and Pandora across all site regions.

Tactics:

- :30 and :15 audio spots with clear, simple messaging
- Companion display banners driving traffic to study-specific landing pages
- Daypart targeting to reach listeners during morning/evening routines

Impact:

- Raised awareness among a traditionally hard-to-reach demographic
- Increased direct website traffic by 19% during initial campaign weeks

3. Local Print Media Advertising

In select site regions where traditional media remains influential, ImageBloom placed targeted print ads in community newspapers and regional magazines.

Tactics:

- Health-focused advertorials in senior living publications
- Rotating weekly print ads in local newspapers
- Inclusion of a dedicated phone line and QR codes for easy access

Impact:

- Drove 14% of total inquiries in rural or suburban markets
- Built trust through established, familiar channels

4. Digital Media Campaigns

A comprehensive digital strategy ensured consistent visibility and lead generation:

- **Google Search & Display Ads:** Focused on “shingles vaccine near me,” “prevent shingles,” and similar search intents.
- **Facebook & Instagram Ads:** Used age-restricted targeting (50+) with static images and short-form video ads highlighting participant benefits.
- **Retargeting Ads:** Served to site visitors who did not convert initially, increasing lead capture by 21%.

4. Site Support & Pre-Screening Services

To reduce site workload and improve referral quality:

- ImageBloom's centralized call center pre-screened all leads before site referral
- Scheduling assistance and reminder calls ensured high show rates



Results

- Digital media drove over 62% of total referral volume
- Conversion-optimized landing pages achieved a 6.5% lead conversion rate

Key Outcomes

METRIC	RESULT
Total Participants Enrolled	125 (Target Achieved)
Enrollment Period	5.5 months
Average Lead-to-Randomization Time	9 days
Referral-to-Randomization Rate	41%
Sites Meeting Enrollment Targets	100%

Conclusion

ImageBloom’s integrated recruitment campaign successfully delivered full enrollment for a high-demand shingles vaccine trial ahead of schedule. By combining modern digital tactics with traditional media and leveraging our proprietary volunteer database, we efficiently reached the 50+ demographic and supported sites with high-quality, pre-qualified referrals.

Want to Accelerate Enrollment for Your Next Trial?

Contact ImageBloom at info@imagebloom.com to learn how we can deliver scalable, efficient recruitment for your next study.



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