

CASE STUDY:

Global Patient Recruitment Success: UTI Clinical Trial Campaign – U.S. & Europe



Client: Confidential Global CRO

Agency: ImageBloom, Inc.

Regions: United States, France, Germany, Spain

Therapeutic Area: Women's Health – Recurrent Urinary Tract Infections (rUTIs)

Study Type: Randomized, double-blind, placebo-controlled trial evaluating an investigational medicinal product for prevention of rUTIs

Enrollment Goal: 250 female participants (ages 18–70) with a history of recurrent UTIs

Recruitment Period: 9 months

Services Provided: Multilingual digital advertising, landing page development, patient pre-screening, site coordination, and performance analytics

Objectives

- Rapidly build awareness of the clinical trial in target populations across multiple countries.
- Drive high-quality, pre-screened referrals to research sites.
- Ensure cultural, regulatory, and linguistic localization of all recruitment materials.
- Support geographically dispersed sites with consistent, conversion-optimized messaging.

Strategy & Execution

1. Campaign Planning & Localization

- **Country-specific messaging:** Collaborated with native speakers and local regulatory consultants to adapt content for cultural relevance and regulatory compliance (e.g., EU CTR guidelines).
- **Multilingual creative assets:** Produced ads in English, French, German, and Spanish for use across platforms.
- **Privacy-compliant platforms:** Ensured GDPR and HIPAA compliance across ad funnels.

2. Digital Advertising

- **Channels used:**
 - Facebook/Instagram (Meta)
 - Google Search & Display Network
 - Programmatic display ads on women's health and lifestyle websites
- **Targeting strategy:**
 - Women ages 18–70 with interest in UTI treatment, gynecology, and health forums
 - Behavioral indicators of chronic condition searches or OTC UTI treatment use
 - Lookalike audiences based on early converters

3. Landing Pages & Pre-Screening

- Developed country-specific landing pages with localized language, imagery, and FAQ sections.
- Incorporated pre-screener logic to assess eligibility (e.g., # of UTIs in the past 12 months, history of antibiotic use).
- Automated referral routing to the nearest participating site.

4. Site Engagement & Support

- Provided toolkits for site staff, including social media templates, referral flyers, and FAQs.
- Hosted monthly performance review calls with sites and the sponsor to optimize lead conversion.
- Maintained shared dashboards for real-time referral metrics.



Results

METRIC	U.S.	EUROPE (FRANCE, GERMANY, SPAIN)
Impressions	4.2M	5.1M
Clicks	138,000	167,000
Pre-Screened Leads	5,200	6,500
Qualified Referrals	3,100	3,900
Randomized Participants	335	410
Cost per Randomized Participant	\$650	\$490

Key Success Factors

- **Multilingual Expertise:** ImageBloom’s partner network of native translators and cultural consultants ensured high resonance across European markets.
- **Precision Targeting:** Leveraged advanced demographic and behavioral data to reach women most likely to suffer from recurrent UTIs.
- **Optimization Cycles:** Weekly creative A/B testing and adaptive budget allocation allowed the team to scale what worked and quickly phase out underperforming ads.

Client Testimonial



“ImageBloom exceeded our expectations in both the U.S. and European markets. Their agility, transparency, and deep understanding of women’s health recruitment made a clear difference. We completed enrollment two weeks ahead of schedule.”

– Director of Clinical Operations, Confidential Global CRO

Conclusion

This campaign illustrates ImageBloom’s capability to deliver integrated, multilingual patient recruitment across borders for complex women’s health studies. Through targeted digital strategies, site support, and culturally informed messaging, ImageBloom enrolled 745 participants at an efficient cost—demonstrating scalability, speed, and performance in a global trial environment.