

CASE STUDY:

Accelerating Nationwide Enrollment for a Multi-Site Weight Loss Study



Overview

Client: Confidential Sponsor

Study Type: Weight Loss Clinical Trial

Study Scope: 15 Site Locations Nationwide

Enrollment Goal: 84 Participants

Actual Enrollment: 84 Participants (100% of Goal Achieved)

Enrollment Timeline: 16 Weeks

ImageBloom, Inc., a women-owned and women-operated patient recruitment agency, partnered with a confidential sponsor to execute a targeted recruitment campaign for a nationwide weight loss study. Spanning 15 diverse site locations across the U.S., this campaign successfully enrolled 84 qualified participants on schedule.

Challenge

Recruiting for weight loss studies often presents unique hurdles:

- **Competing Studies:** The highly competitive clinical trial space targeting weight loss volunteers.
- **Diverse Geography:** Coordinating recruitment across urban and suburban site locations.
- **Participant Hesitancy:** Health concerns and skepticism about investigational interventions.
- **Already FDA-Approved Options:** The availability of FDA-approved weight loss options posed a challenge in recruiting interested participants.

To overcome these challenges, ImageBloom designed a sophisticated, multi-channel recruitment strategy that combined broad digital reach with precise audience targeting and leveraged proprietary assets.

Our Strategy

1. Multi-Channel Digital Marketing Campaign

ImageBloom deployed an integrated digital strategy to reach and engage potential participants across multiple platforms:

1. Facebook & Instagram Ads:

- Utilized Meta's advanced audience segmentation to target adults aged 25–65+ with interests in weight management, health improvement, and related behaviors. Custom lookalike audiences were generated based on prior clinical trial volunteers.

2. TikTok Ads:

- Leveraged trending content formats and short-form videos to reach younger demographics and drive higher engagement. Focused on demystifying clinical trials and promoting the benefits of study participation.

3. YouTube Pre-Roll Ads:

- Deployed short, attention-grabbing videos before relevant health and wellness content, ensuring reach to viewers actively engaging with weight loss topics.

2. Proprietary Volunteer Database Utilization

ImageBloom's proprietary volunteer database—comprising millions of individuals interested in research participation—served as a key driver:

- Targeted email outreach campaigns delivered pre-screening information directly to known potential participants.
- Database segmentation allowed localized outreach matching participants with their nearest study site.
- Automated follow-ups nurtured interest and reduced drop-off rates.

3. Localized Messaging and Landing Pages

Custom landing pages for each site location optimized conversions:

- Site-specific imagery and messaging enhanced local relevance.
- HIPAA-compliant pre-screener streamlined eligibility determination.
- Pages optimized for both mobile and desktop, given the high mobile traffic.

3. Continual Performance Optimization

Weekly campaign reviews enabled agile adjustments:

- Budget reallocation toward top-performing platforms and locations.
- Creative refreshes to combat ad fatigue.
- Adjusted targeting parameters based on site-level enrollment performance.

Results

- 84 Participants Enrolled Across 15 Sites (100% Goal Achievement)
 - Consistent Enrollment Across All Locations – avoiding site dropout or underperformance.
 - 50% of Enrollments originated from proprietary database outreach.
 - 50% of Enrollments driven via paid digital ads, with Meta (Facebook/Instagram) delivering the highest ROI, followed by TikTok and YouTube.
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Key Takeaways

- **Diversified Digital Channels:** Using multiple platforms expanded reach and reduced dependency on any single channel.
- **First-Party Data Advantage:** The proprietary volunteer database proved invaluable in providing high-quality leads.
- **Localized Customization:** Personalized messaging by location increased trust and relevance, leading to higher conversions.
- **Data-Driven Adjustments:** Continuous performance monitoring allowed for budget and creative optimization, sustaining consistent recruitment across all sites.

Conclusion

This nationwide campaign showcases ImageBloom's ability to deliver full enrollment for multi-site clinical trials through strategic digital marketing and proprietary database assets. Our results-driven approach ensures not just lead generation—but conversion to enrolled, qualified participants.

