

Case Study: Biotechnology Company

Reach Spinal Cord Injury Patients

The Opportunity



Every year over 17,000 Americans suffer spinal cord injuries (SCI). Many never regain the ability to walk or become quadriplegics. The lifetime healthcare costs for these patients can be over \$5 million. Regenerative medicine has shown promise to help SCI patients restore arm/hand/finger motor function, increase independence and lessen the daily healthcare burden and costs.

The Problem



A biotechnology client has developed a unique regenerative agent now in Phase II clinical trial and looking for 50 SCI patients (so each referral is critical). The patients had to have suffered a SCI injury that was: (1) not due to a gunshot or knife wound; (2) located in the neck area of the spine; & (3) occurred within the last few weeks. The company estimated that annually only about 4,000 SCI patients in the US would fit this criteria. The client had already made a significant investment (primarily on a search campaign) to drive awareness and signups for the trial but had no success.

Solution



Using advanced social healthcare intelligence targeting technology, platforms, and domain expertise, Enov8 Mobile and its partners were able to identify recent SCI patients and their loved ones, place action oriented ads in front of them, and drive more traffic to the client's SCI clinical trial website and pre-screener.

Results



In the 8 days that the social media campaign ran, the campaign produced the following results: 2 referrals (completed pre-screener forms), increased new website visitors and sessions by +1,145%, conversions +15.5%, goal completions +42%, reached 22,711 uniques, a 7% decrease in the bounce rate, and a 2.5% CTR. The week after the social media campaign ended new users and sessions decreased by -90%, goal completions decreased by -52% and there were 0 referrals (note that there were also 0 referrals the week before the campaign started).