

Research Study Rockstar

CASE STUDY



LOCATION

Florida

CONDITION

Depression

SOLUTION

Developed and executed an 8-week digital campaign

Challenge

Reaching and engaging the right potential patients near the study site while avoiding high volumes of unqualified or uninterested individuals.


Strategy

RSR utilized its proprietary digital and social media advertising algorithms, programming, and strategies to connect with the right audience. By analyzing user interactions—such as clicks, landing page visits, and contact form submissions—RSR refined its targeting criteria. This iterative process allowed RSR to optimize outreach and focus on individuals who closely matched the desired participant profile.


Outcome

The refined targeting strategy ensured outreach to individuals more likely to qualify and be genuinely interested in participating, optimized recruitment efforts, and minimized unnecessary engagement with unqualified candidates.


**The data in the portal is reliant on the sites keeping the data current. As a result, we do not know the final actual number of scheduled/enrolled referrals or the outcomes of all who were scheduled.*



180 Referred



12 Screened



8 Randomized