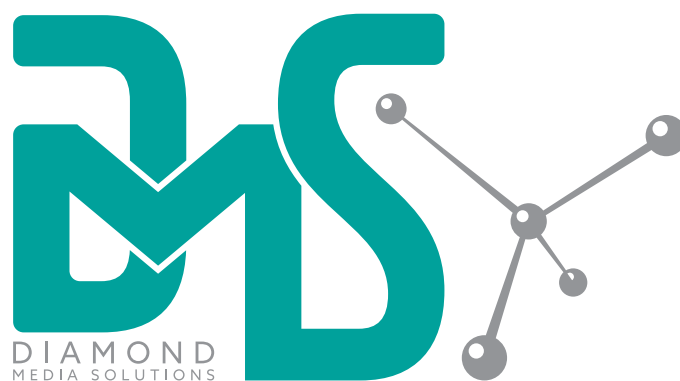




**2023**  
**Case Studies**



Medical Trial

# Conquest Email

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## Objective

Diamond Media Solutions has helped a nationwide clinical research organization to find new participants for their clinical trials, including examining the effects of a new pharmaceutical treatment.

The organization was looking for candidates for upcoming studies around their multiple locations in the Southeastern US. They needed to find people who fit specific criteria and would be willing to participate in medical trials.

## Solution

Diamond Media Solutions worked closely with the client to identify over 1 million individuals within their target demographics, who reside within 30 miles of any of the target locations. We set up an email campaign to those potential participants and after the initial deployment, an additional email was sent to engaged contacts.

## Results

**22%**

**Average Open Rate**

**29,985**

**New Website Visitors**

**2.3%**

**Average Click-Through Rate**

# Geo-Fencing

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## Objective

Diamond Media Solutions has helped a nationwide clinical research organization to find new participants for their clinical trials, including examining the effects of a new pharmaceutical treatment.

The organization was looking for candidates for upcoming studies around their multiple locations in the Southeastern US. They needed to find people who fit specific criteria and would be willing to participate in a medical trials.

## Solution

To solve this problem, Diamond Media Solutions created display advertising with in-person conversion tracking targeting 20 miles around the medical centers where the company planned to conduct its recruitment efforts.

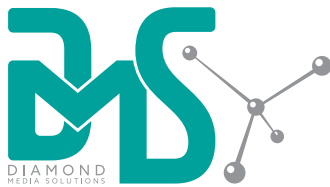
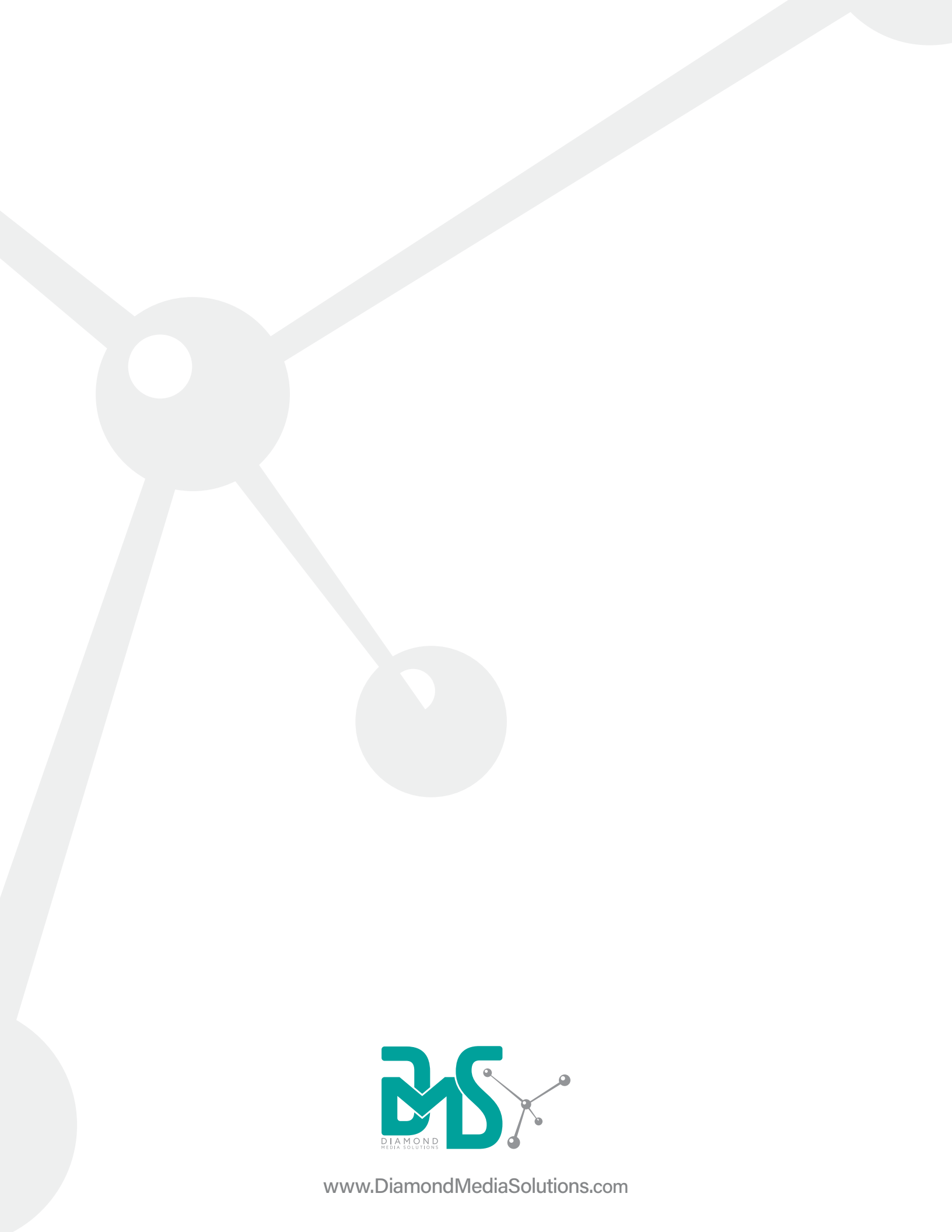
## Results

Our targeting strategy successfully tracked 201 in-person conversions to their research facilities in just two short months.

**201 In-Person Conversions**

**2,828**  
New Website Visitors

**.13%**  
Click-Through Rate



[www.DiamondMediaSolutions.com](http://www.DiamondMediaSolutions.com)