



MRC-NIHR Trials Methodology Research Partnership: Webinar recording

Trial by clickbait: online advertising in the DEVA trial

Presented by Beki Haydock, University of Nottingham

8 June 2022

On behalf of the UKTMN



The slides are also available below.

For any queries, please contact uktmn@nottingham.ac.uk

<https://www.youtube.com/watch?v=TN0sOxg6c3k>



TRIAL BY CLICKBAIT

UTILISING ONLINE ADVERTISING FOR THE DEVA TRIAL

REBECCA HAYDOCK



AGENDA

- THE DEVA TRIAL
- PATHWAY 3: WEBSITE
- CREATING THE ADS
- CAMPAIGN GO LIVE!
- RESULTS AND INSIGHTS
- CHALLENGES
- NEXT STEPS
- SUMMARY
- Q&A



THE DEVA TRIAL



DEVA

PARTICIPANT QUESTIONNAIRE – WEEK 4

This questionnaire should take less than 10 minutes to complete.

DATE OF QUESTIONNAIRE COMPLETION

When questionnaire completed?

BACTERIAL VAGINOSIS (BV) SYMPTOMS

When you complete this form?

Have your symptoms changed?

Have you used any additional treatment (this includes medicines, probiotics and home remedies)?



Participant ID: Recruitment code:

SYMPTOMS AND SIDE EFFECTS SINCE STARTING TREATMENT

How well is your treatment (either you experienced any of the following symptoms or side effects)?

VAGINAL IRRITATION (this includes itching, 1 pain, burning)

Have you experienced this symptom (or any of the following) since starting treatment?

Yes, how often? None Mild Moderate Severe

VAGINAL DISCHARGE (when you notice or see symptoms)

Have you experienced this symptom (or any of the following) since starting treatment?

Yes, how often? None Mild Moderate Severe

UNPLEASANT VAGINAL SMELL (when you notice or experience it)

Have you experienced this symptom (or any of the following) since starting treatment?

Yes, how often? None Mild Moderate Severe

NAUSEA

Have you experienced this symptom? Yes No

Yes, how often? None Mild Moderate Severe

VOMITING

Have you experienced this symptom? Yes No

- Non-inferiority RCT; dequalinium chloride vs UK guideline antibiotics
- Cis-females with bacterial vaginosis confirmed by microscopy
- 3 recruitment pathways; in person and remote
- 12 week follow-up; 4 and 12 week questionnaire
- 4 week swab for remotely recruited participants

RECRUITMENT PATHWAYS



PATHWAY 1:
IN PERSON



PATHWAY 2:
PHONE TRIAGE



PATHWAY 3:
WEBSITE



PATHWAY 3: WEBSITE

www.devastudy.ac.uk

Find out if you are eligible to take part >



Available all over the UK



Expression of Interest (EOI) as a pre-screen tool



Instantly notified if passed pre-screen

Please answer this short survey to help us understand whether taking part in the DEVA study is suitable for you:

Q1. Are you aged 16 or over and live in the UK? Yes
 No

Q2. Do you have any of the following symptoms:

(a) Unpleasant vaginal odour (e.g. fishy smelling) Yes
 No

(b) Vaginal discharge Yes
 No

Q3. Are you currently taking/using any treatments to treat your symptoms?
(including intravaginal treatments, oral antibiotics, home remedies, probiotics etc.) Yes
 No

Q4. Are you willing to take vaginal swabs?
(these would be the same as the swabs you would be asked to perform during a clinical visit) Yes
 No

When complete, use 'save' to submit your answers:



Thank you for taking the time to complete the questionnaire, the answers you gave help us understand whether potentially participating in the DEVA study is right for you.

Based on your answers, we think it may be suitable for you to participate.

Please complete the contact information below and a member of the Leeds Sexual Health team will call you to discuss the study and your symptoms in more detail:

CREATING THE ADS



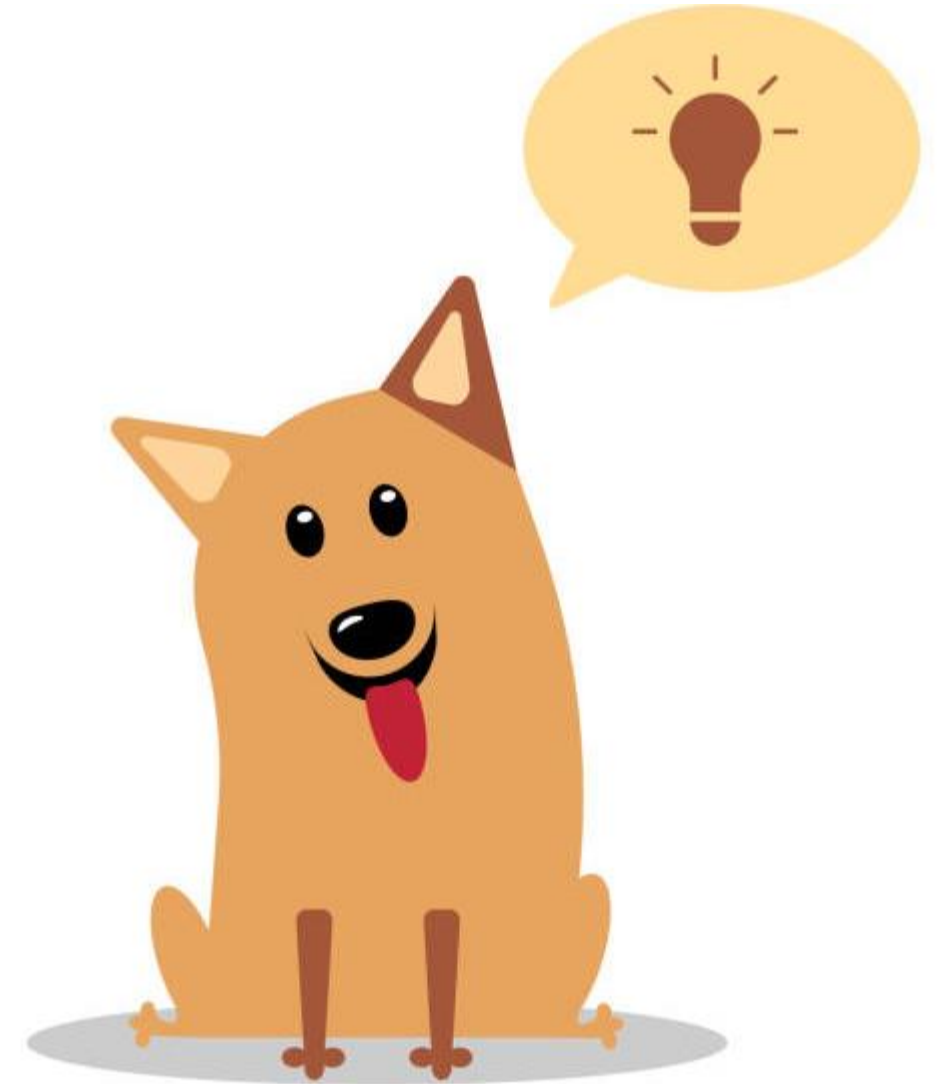
TARGET AUDIENCE



BARRIERS WHEN
ADVERTISING TO THE
TARGET AUDIENCE?

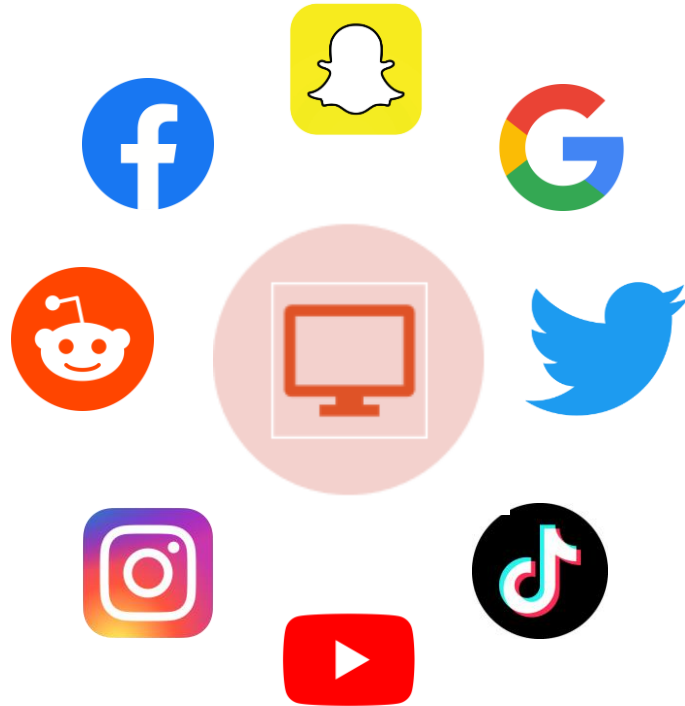


AUDIENCE TO
PARTICIPANT
CONVERSION



CREATING THE ADS

TARGET AUDIENCE



- Broad target audience
- Search engine and social media
- Who are the users on each platform?
- How easy is it to advertise on the platform?
- What information can we get to effectively adapt the advertising strategy?

CREATING THE ADS

BARRIERS TO TARGETING TO THAT AUDIENCE

- **Inclusive**

“Am I represented?”

- **Sensitive content**

“Do I want to engage with this?”

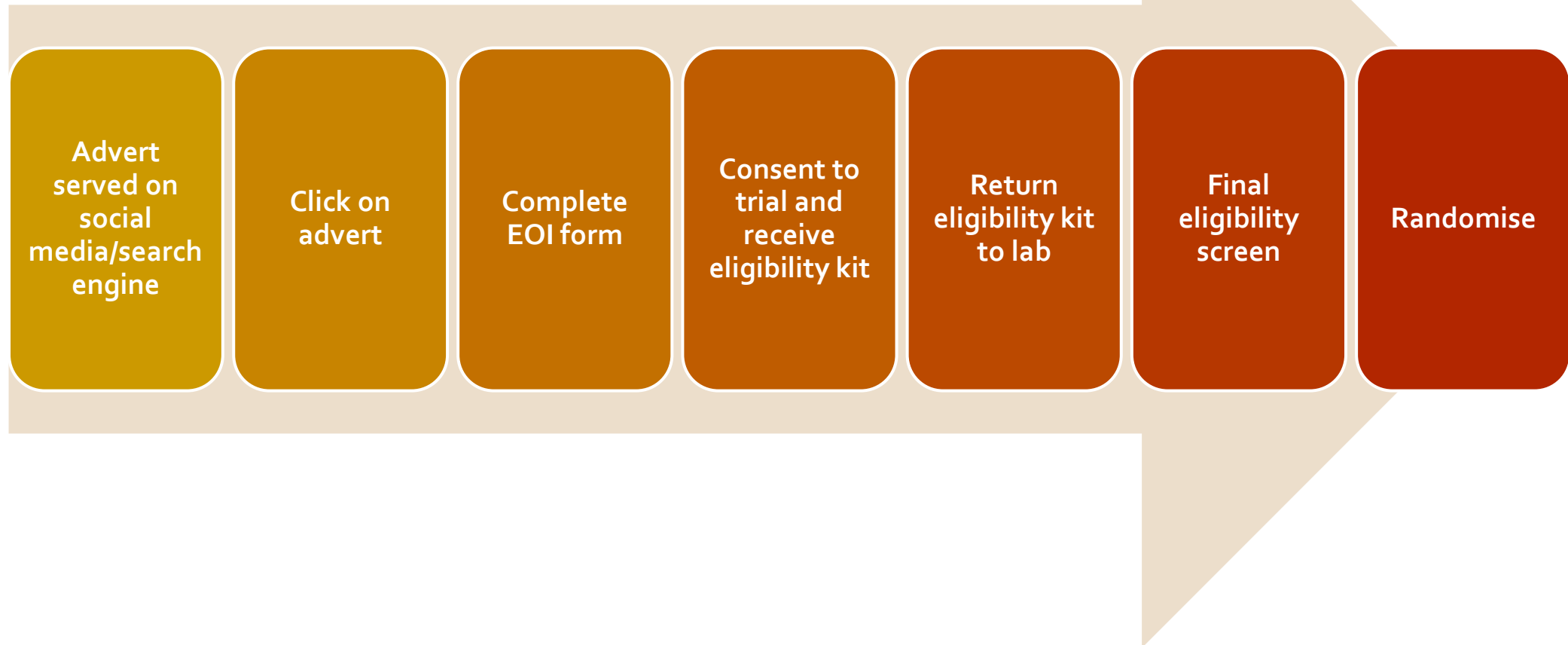
- **Trustworthy and honest**

“Is this a scam?”



CREATING THE ADS

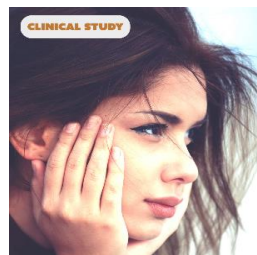
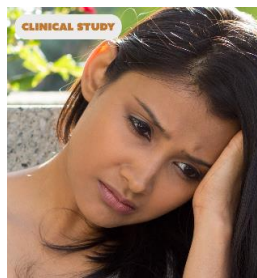
CONVERSION



CREATING THE ADS



18-23



24-35



36-40



CREATING THE ADS



Searches Sort by: Impressions ?

Searches	Words
bacterial vaginosis	bv treatment
bacterial vaginosis treatment	bv
how to cure bv in one day	recurring bv
how to get rid of bv	how to treat bacterial vaginosis
treatment for bv	bv test
	recurrent bv
how to prevent bacterial vaginosis	why do i keep getting bv

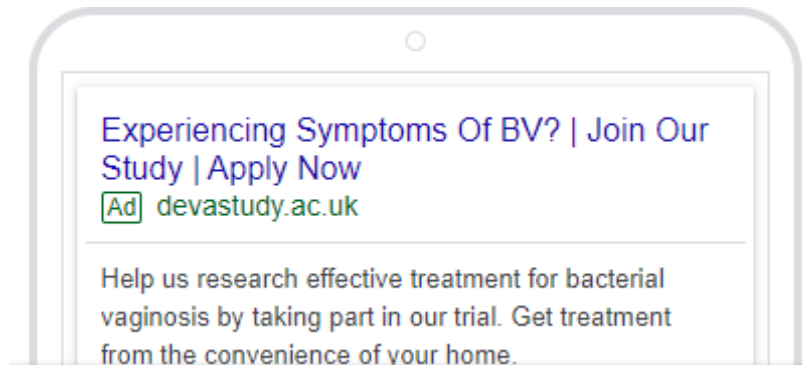
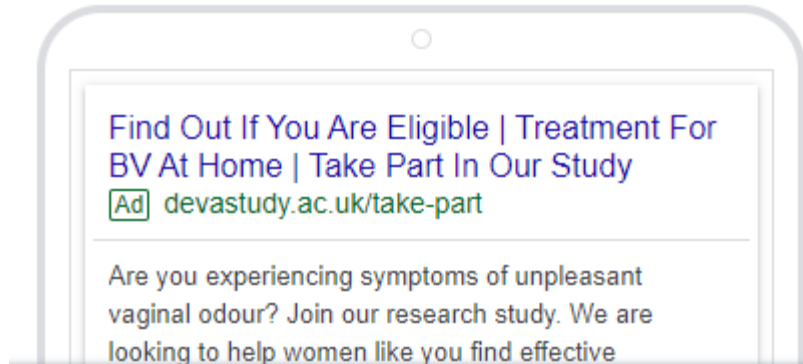
All searches < 1 / 10 >

Searches Sort by: Impressions ?

Searches	Words				
away	day	free	infection	you	stop
go away	infections	acid	to prevent	chronic	
boric acid	at	is	remedies	does	over the
with	the counter	superdrug	smell	gel	
without	my	vaginitis	boots	vag	smelly
suppositories	after	have	long	same	back

All searches < 2 / 9 >

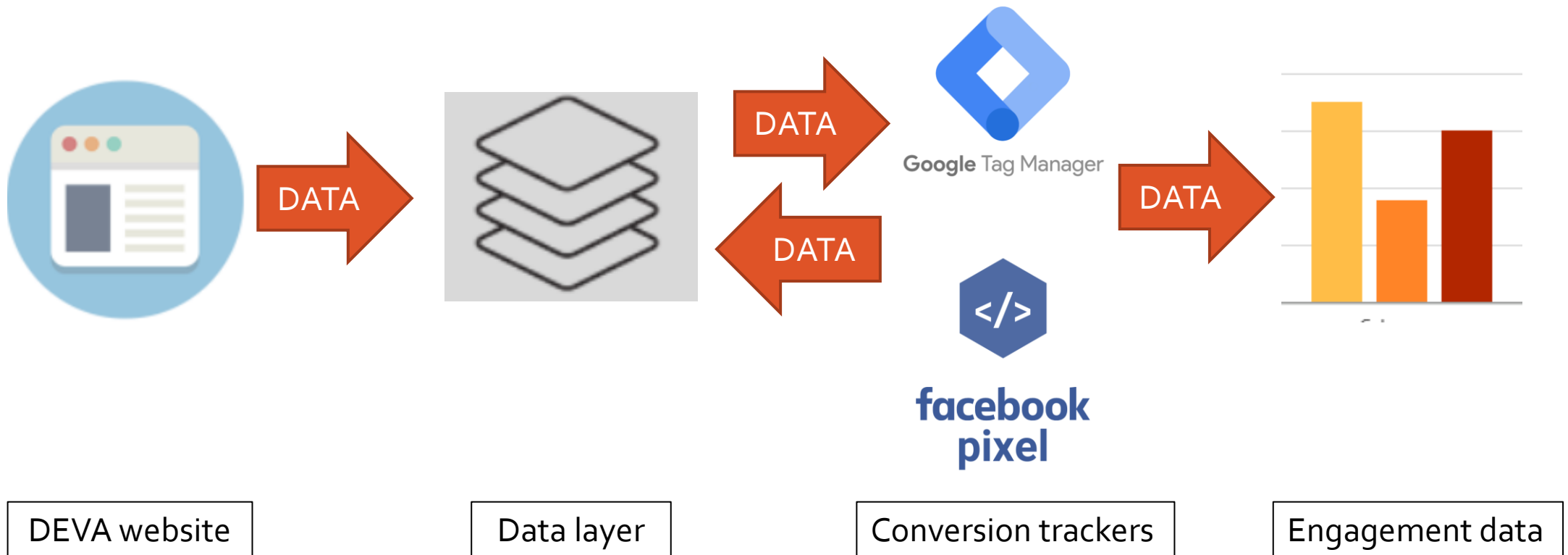
CAMPAIGN GO LIVE!



- ✓ Campaign 1:
21 August 2021 – 06 October 2021
- ✓ Campaign 2:
23 February 2022 – 18 May 2022
- ✓ Google advertising continuous since August 2021

RESULTS AND INSIGHTS

Conversion tracking



RESULTS AND INSIGHTS

Facebook and Instagram

Phase	Campaign duration	Frequency	Reach	Impressions	Link Clicks	Cost Per Click	Click through rate (clicks/reach)	Spend
Phase 2	82 days	2.91	233,920	680,682	16,486	£0.33	7.04%	£5426.70
Phase 1	37 days	2.32	200,399	337,009	9,479	£0.48	4.73%	£4598.99

Patient group	Thumbstoppable ratio
18 - 23	39.59%
24 - 35	34.96%
36 - 40	36.52%

DEVA Study
Sponsored · DEVA

Experiencing symptoms of unpleasant vaginal odour and unable to get treatment? This could be Bacterial Vaginosis. ...See more

CLINICAL STUDY

HELP WITH TREATMENT AND DIAGNOSIS OF BACTERIAL VAGINOSIS

devastudy.ac.uk
Bacterial Vaginosis | Clinical Study

Apply now

Most engaged
Facebook/Instagram advert

RESULTS AND INSIGHTS

Google



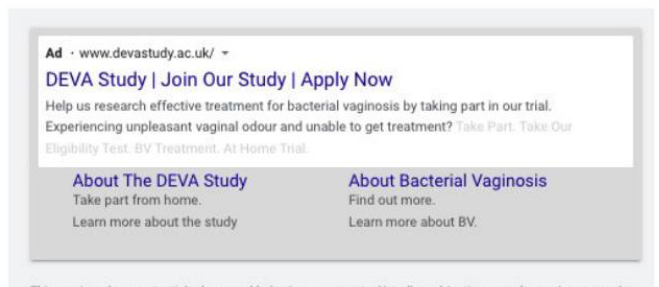
- ~90,000 impressions
- ~7500 advert clicks
- 0.62% > 3.17% EOI conversion



[Find Out if You Are Eligible | Treatment For BV At Home | Take Part In Our Study](#) +7 more
[devastudy.ac.uk/take-part](#)
Are you experiencing symptoms of unpleasant vaginal odour? Join our research study. We are looking to help women like you find effective...
[View assets details](#)

[Experiencing Symptoms Of BV? | Join Our Study | Apply Now](#) +7 more
[devastudy.ac.uk](#)
Help us research effective treatment for bacterial vaginosis by taking part in our trial. Get treatment from the convenience of your home. +2 more
[View assets details](#)

[Find Out if You Are Eligible | Treatment For BV At Home | Take Part In Our Study](#) +12 more
[devastudy.ac.uk/take-part](#)
Are you suffering with recurring BV? Join our research study. We are looking to help women like you find effective treatment or bacterial vaginosis. +2...
[View assets details](#)

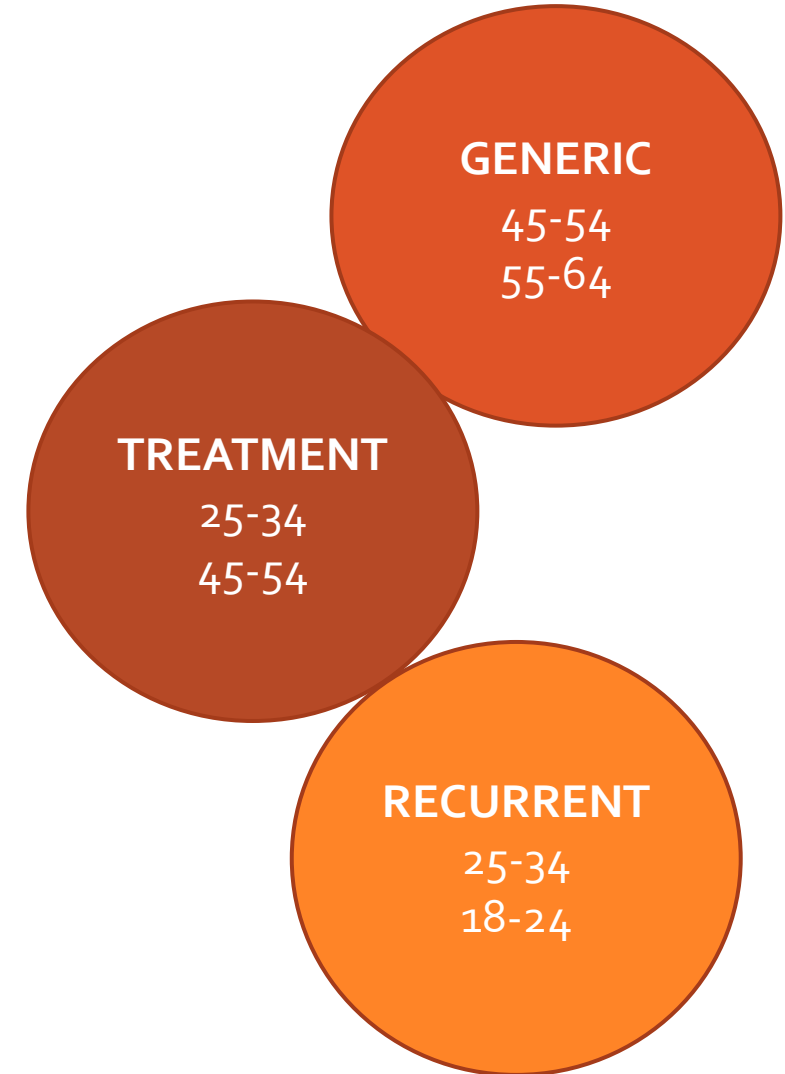


This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets are...

RESULTS AND INSIGHTS

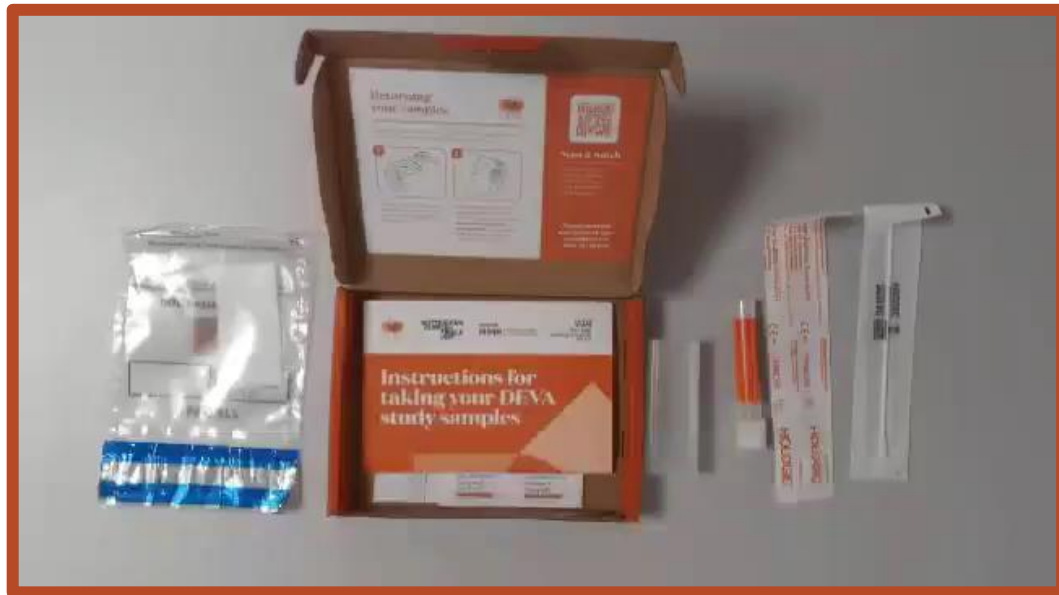
Google


Keyword	Ad Group	CTR
bacterial vaginal infection	Generic	8.52%
"bv treatment"	Treatment	7.67%
best treatment for bv	Treatment	8.64%
bv infection	Generic	6.4%
"why do i keep getting bacterial vaginosis"	Recurrent	14.18%
"recurring bv"	Recurrent	21.84%
bv medication	Treatment	6.24%
"i keep getting bv"	Recurrent	29.69%
"best treatment for chronic bv"	Treatment	13.5%
bv trial	Generic	47.83%
"chronic bacterial vaginosis"	Recurrent	14.7%
"recurring bv with same partner"	Recurrent	5%
"why do i keep getting bv with the same partner"	Recurrent	10.81%
antibiotics for bv	Treatment	--
"constant bacterial vaginosis"	Recurrent	37.32%




RESULTS & INSIGHTS

Trial data



 1721 EOI forms

 1159 eligible

 287 consented

 99 participants recruited

 51% of trial recruitment

CHALLENGES



EFFECTIVE TARGETING ON SOCIAL MEDIA



GOOGLE OPTIMISATION



WORKING WITH RESEARCH NAÏVE THIRD PARTIES



FINANCE AND COST

NEXT STEPS



- Website update
- Social media profile refresh
- Financial reconciliation
- Review strategy
- Refresh adverts (if social media use continues)

SUMMARY

- ✓ Online advertising is a necessary
- ✓ Effective but expensive
- ✓ Specialist expertise is valuable
- ✓ Use the emerging data
- ✓ Not a one size fits all approach
- ✓ “Traditional” advertising still important (posters etc)

Thanks

DEVA TMG, PPI group and BigCat marketing agency

Email me: Rebecca.haydock@nottingham.ac.uk

DEVA

Do you have symptoms of Bacterial Vaginosis (BV)?

Would you be willing to take part in a study comparing non-antibiotic with current antibiotic treatments?

If so, you may be interested in taking part in the DEVA study. This study aims to show if a non-antibiotic treatment known as dequalinium chloride is better than the current standard antibiotic treatments, for the treatment of bacterial vaginosis (BV). If you would like to help and want more information:

www.devastudy.ac.uk

Sponsored by The Levens Teaching Hospitals

DEVA

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To do this,
we will ask you questions
about your medical history
and current symptoms.

Q&A

