

Driving a 24% Increase in Brand Conversion Using a Custom Patient Audience for an Addressable TV Campaign

INTRODUCTION

Pharmaceutical companies activate addressable TV campaigns to drive disease awareness, guide treatment options and establish their brand as the therapy of choice. However, patient populations are rarely considered in targeted advertising, with demographics largely driving television planning. The result is wasted spend engaging the wrong viewers, a lack of conversion and failure to elevate script lift. Swoop is changing all of this.

THE CHALLENGE

A leading US-based pharmaceutical company partnered with a leading MVPD provider to prove that serving custom targeted ads using Swoop's segments on addressable TV would result in higher quality audiences and improved campaign results. Swoop was compared and tested against other data providers to understand how performance would be impacted.

The results of the addressable campaign included increased audience quality metrics, including 1.8x more patients, a 20% increase in HCP visits, a 34% increase in patient-driven diagnostic screening, and 24% lift in brand conversion.

THE SOLUTION

Swoop leveraged our proprietary health-centered real world data (RWD) that includes over 300 million de-identified patient journeys spanning over a decade. Using this RWD and artificial intelligence (AI), we generated a targeted, privacy-safe segment comprised of currently diagnosed patients. This high quality audience segment was executed against the MVPD provider's universe running for six weeks at a twice-weekly frequency.

THE OUTCOME

By partnering with Swoop to create a custom segment of targeted patients, the pharmaceutical company achieved impactful lift within three months following campaign launch. The results of the addressable campaign included increased audience quality metrics, including 1.8x more patients, a 20% increase in HCP visits, a 34% increase in patient-driven diagnostic screening, and 24% lift in brand conversion. As Swoop's segments are based on actual patient data, they can be utilized to reach patients nationwide, regardless of market or demographic. Data partners matter – by working with a company with better quality RWD to develop higher audience quality segments, patients were motivated to convert, resulting in significant increased impact.

ABOUT SWOOP

Swoop, part of Real Chemistry, enables pharmaceutical and life sciences brands to reach their ideal DTC and HCP audiences at crucial moments of their diagnosis and treatment journey. Using artificial intelligence and real world data, Swoop is a leader in developing brand-exclusive audiences of patients and their providers for healthcare companies. Once the right customers have been targeted, brands can drive bottom-of-the-funnel engagement through Swoop's proprietary medically trained and MLR-compliant conversational AI. Built on a privacy-by-design foundation, Swoop is both HIPAA-certified and NAI accredited, having developed more than 12,000 unique target audiences for 42 of the top 50 pharmaceutical companies safely. Its conversational AI has been implemented across 100 health brands and trained on over 1.3 billion medical conversations. To learn more, visit www.swoop.com.