

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 patients, spans more than ten-years and is refreshed weekly. Using this RWD and machine learning/artificial intelligence (ML/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 (www.swoop.com), part of Real Chemistry, empowers the world's leading pharmaceutical brands to better educate patients about disease states and the therapies that could remedy their conditions, as well as enable them to become active participants in their treatment journey. Swoop's HIPAA-certified and NAI-accredited system of engagement has uncovered over 6,000 unique target audiences for precisely activating patient populations and their healthcare ecosystems through omnichannel marketing strategies. By utilizing artificial intelligence, machine learning and evolutionary computation in conjunction with a real-world data universe of over 300 million de-identified patients and 65 billion anonymized social determinants of health signals, Swoop's segments are superior in audience quality, lead to optimal conversion and drive increased Rx lift. It's no wonder that 18 of the top 20 healthcare marketing agencies and 42 of the top 50 pharmaceutical companies power their marketing efforts with Swoop. And we are just getting started.