

CTV Campaign for Movement Disorder Therapy Results in 130 New Brand Starts and 10% Script Lift in Five Months

INTRODUCTION

Pharmaceutical companies want to drive disease awareness, guide treatment options and establish their brand as the therapy of choice. However, most marketers rarely consider the content, message and channel preferences of patient populations and their HCPs at key intervals of their health journey. The result is wasted spend engaging the wrong audience, a lack of conversion and failure to elevate script lift. Swoop is changing all of this.

THE CHALLENGE

A pharmaceutical company wanted to increase HCP brand awareness for a tardive dyskinesia therapy, specifically among those prescribing competitive treatments and practicing in low access priority office locations.

Nearly \$900k was generated in incremental lifetime patient value for the company, which benefited from a 12:1 ROI.

THE SOLUTION

While legacy demographic targeting limited the effectiveness and value of engaging HCPs via television, NPI-to-device matching allows marketers to optimize TV advertising reach and frequency for better engagement, greater conversion and increased Rx lift. Swoop used its device graph to target low access, competitive-writing HCPs at the household level with unskippable :60 commercials while they streamed their favorite shows.

THE OUTCOME

More than 5,000 neurologists, psychiatrists and PCPs were served over 500,000 impressions. Among them, PCPs were the most receptive, demonstrating 43% lift. The CTV promotion resulted in a 10% script lift leading to an incremental 130 New to Brand (NRx) starts within five months. Nearly \$900k was generated in incremental lifetime patient value for the company, which benefited from a 12:1 ROI.

ABOUT SWOOP

Swoop (www.swoop.com) 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 diagnostic and treatment journey. Swoop's HIPAA-certified and NAI-accredited Affiniti platform has uncovered over 6,000 unique target audiences for precisely engaging patient populations and their healthcare ecosystems through precise 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, 65 billion anonymized social determinants of health signals and 1.6 million health care provider profiles, 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 agencies and 42 of the top 50 pharmaceutical companies power their marketing efforts with Swoop. And we are just getting started.