

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, 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.