

# 35:1 ROI and 33% Script Lift by Engaging Priority Oncologists for a Leading Melanoma Therapy with 1:1 HCP Activation

## 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.

**33% script lift leading to an incremental 80+ New to Brand (NRx) starts within ten months of promotion**

## THE CHALLENGE

An oncology brand wanted to engage priority target list HCPs to increase brand awareness in a competitive melanoma market.

## THE SOLUTION

Swoop deployed efficacy messaging via targeted mobile and desktop banners to HCPs as they accessed non-endemic content.

## THE OUTCOME

The campaign engaged more than 1,000 priority physicians across oncology/hematology and primary care and resulted in a 33% script lift leading to an incremental 80+ New to Brand (NRx) starts within ten months of promotion. Swoop delivered nearly \$2M in lifetime patient value for the brand, or a 35:1 ROI.

## ABOUT SWOOP

Swoop ([www.swoop.com](http://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.