

# Optimizing Media Around a Custom Audience Results in 60-90% Script Lift

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## INTRODUCTION

Pharmaceutical companies activate cross-channel advertising campaigns to drive disease awareness, guide treatment options and establish their brand as the therapy of choice. However, certain patient populations can be challenging to uncover, and if a third-party data segment is used, it's often excluded from strategy. The result is inconsistency across planning, activation and ultimately measurement in proving the success of the segment and campaign. Swoop is changing all of this.

## THE CHALLENGE

A top 10 pharmaceutical company wanted to better understand their heart failure audience's media consumption and behavior to drive efficiencies across channels. Though a relatively common condition, the company was unable to engage patients that fit their highly specific definition.

## THE SOLUTION

Swoop built an ideal patient profile by leveraging our proprietary real world health data universe of over 300 million anonymized patients going back a decade. Using ML/AI, we uncovered treatment-appropriate patients that were thus most likely to respond to a heart failure ad campaign. To maximize script lift, the same Swoop audience was used in the planning stage and then activated in the media mix.

## THE OUTCOME

Swoop created a custom audience segment that included over 2 million unique diagnosed patients. This segment was then onboarded into the agency's media optimization tool for cross-channel planning, activated across media buys, and ultimately measured to determine the campaign's success. Reach curves validated that the ideal patient population was being targeted – by working with Swoop beginning in the planning phase, the brand elevated filled prescriptions by 60-90%, depending on the month. Swoop's segment also drove a 10x increase in the campaign target rate over the first quarter.

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## 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.