

# 1:1 Programmatic Campaign Results in 29:1 ROI and \$1.6M Lifetime Patient Value in Four Months for Newly Launched Oncology Therapy

## 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.

**8 new patient starts during the four month campaign, generating \$1.6M in lifetime patient value, or a 29:1 ROI**

## THE CHALLENGE

A pharmaceutical company wanted to increase physician awareness of a recently launched follicular lymphoma therapy.

## THE SOLUTION

Swoop engaged a target list of priority HCPs through 1:1 programmatic activation. Safety and efficacy display banners were served on desktop and mobile while HCPs accessed non-endemic sites and apps.

## THE OUTCOME

The campaign resulted in more than 500,000 impressions and greater than 2x the industry average click thru rate. This led to 8 new patient starts during the four month campaign, generating \$1.6M in lifetime patient value, or a 29:1 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.