

Upstream HCP Activation Delivers an Incremental \$2M for a Leading Breast Cancer 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.

THE CHALLENGE

A leading breast cancer brand wanted to influence decision makers upstream by increasing awareness of its therapy during tumor screening.

Swoop's digital promotion resulted in a 31% script lift leading to an incremental 59 New to Brand (NRx) starts.

THE SOLUTION

Swoop executed a trigger-based non-target list program to engage HCPs ordering genetic testing through programmatic advertising, with the aim of connecting with professionals before the time of diagnosis with efficacy messaging.

THE OUTCOME

Near real-time alerts enabled brands to target the right audience, increasing reach and reinforcing messaging. Over 756,000 impressions were delivered across priority accounts with a CTR of .24% – 3X greater than the industry standard. Swoop's digital promotion resulted in a 31% script lift leading to an incremental 59 New to Brand (NRx) starts. Overall, the oncology brand benefited from more than \$2.3M in incremental lifetime patient value,

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.