

# EXCLUSIVE DTC AUDIENCES

## Conventional One-Size-Fits-All Patient Audiences Fall Short

Pharmaceutical companies produce cross-channel advertising campaigns to drive disease awareness, guide treatment options and establish themselves as the therapy of choice. However typical agencies, data providers and technology firms produce the same generic patient audiences that fail to consider a brand's specific needs and core therapeutic advantages as well as how patients consume healthcare information. The result? An undifferentiated message that broadly reaches too many or even the wrong patients, who never actually engage with healthcare providers, seek treatment for their condition and commit to a therapy.

## Swoop Uncovers Unique Target Audiences

Backed by a team of experienced data scientists, life sciences experts, and marketing and media professionals, Swoop has developed the industry's first HIPAA-certified and NAI-accredited system of engagement. Utilizing artificial intelligence in conjunction with an enriched, tokenized and granular-level data universe of over 300 million de-identified patient journeys spanning ten years, and a behavioral data stream of over 65 billion anonymous consumer signals, privacy-safe patient audiences are created based on client-specific market definitions and performance criteria. The result: Custom segments that are higher in audience quality, leading to conversion and Rx lift.

## Target Segments



### Exclusive

Audience segments are based on unique brand objectives and patient definitions



### Higher-Performing

Built to exceed established upfront performance and audience quality goals



### No Upfront Costs

Segments are created in less than 15 days with no cost to customize or update

## PROVIDING UNIQUE DTC AUDIENCES BY

uncovering privacy-safe target segments of ideal patients that are higher in audience quality, drive superior conversion and lead to Rx lift.

## BUILDING EXCLUSIVE SEGMENTS

based on client-specific market definitions, strategies and goals, rather than conventional off-the-shelf / one-size-fits-all approaches.

## UTILIZES YOUR FIRST PARTY DATA REGARDLESS OF SCALE

including sales, marketing and performance-related data streams that can be seamlessly integrated into our RWD universe.

## AUDIENCE QUALITY REVEALED PRIOR TO ACTIVATION

so clients can spend more time optimizing cross-channel marketing strategies.

## PRIVACY-SAFE SEGMENTS

as the first consumer health data company to become a member of the NAI and be awarded a patent for our HIPAA-certified data architecture, we assure 100% compliance with all laws, policies and guidelines.

## Comprehensive Activation Formats

No need for the limitations of a specialized platform. Utilize any DSP, and thus access the highest quality inventory with exclusive opportunities to drive greater performance over conventional targeting approaches.

Here are just a few examples of where our segments can be activated:

### Programmatic



### Site Personalization



### Social Media



### Addressable TV



### Connected TV



### Linear TV



### Streaming Audio



### Radio



**Driving better patient outcomes through RWD-based and AI-generated digital audiences**

## PEOPLE

Our data scientists, analytics and digital marketing professionals are industry experts traditionally found in top-tier life sciences companies and agencies.

## PROCESS

We deploy artificial intelligence to transform noisy and unconnected real world data into ideal target audiences.

## DATA

Our real world data universe consists of over 300 million de-identified patient journeys spanning over a decade and 65 billion anonymized social determinants of health signals. This includes the ability to easily ingest and transform additional first-party data streams of any source and scale.

## 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 AI 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](http://www.swoop.com).