

Targeting a Custom MS Patient Audience Drives a 60% More Efficient CPC and a 44% Higher CTR

INTRODUCTION

Multiple sclerosis (MS) is often misunderstood, as the very name of it brings to mind images of wheelchairs and permanent disability. But that's not the reality of the disease for everyone. Sometimes the effects of MS are visible, such as having trouble walking or hand tremors. Other times they are not as obvious. Invisible symptoms of MS, which often go unnoticed by other people, can also interfere with daily functioning and be just as debilitating.

CHALLENGE

While there are nearly one million people in the United States living with MS, reaching those impacted by the condition on Facebook and Instagram has become increasingly challenging following the removal of health-based targeting criteria in 2021.

A leading biotech company, wanted to reach people living with MS, caregivers and advocates with custom social media content and social media influencer channels, and direct them to a recently launched online platform. The goal of the campaign was to bring to life what disability looks like for people with the disease and elevate the importance of early treatment in helping to delay MS progression.

SOLUTION

To help the client more effectively reach and engage the MS community online, Swoop leveraged its proprietary privacy-safe real world health data, as well as social determinants of health signals and advanced artificial intelligence, to create custom MS patient audience segments for activation on Facebook and Instagram.

OUTCOME

By targeting custom MS patient audiences, the company's paid social campaign resulted in over 900,000 impressions and 22,900 link clicks, which drove a 2.53% click-through-rate (CTR) and \$0.36 cost-per-click (CPC), outperforming the historic CTR benchmark by 44% and with a 60% more efficient CPC. Swoop not only helped drive users to explore the website and learn more about social media influencers' personal journeys with MS but also enabled meaningful engagement between them and the community of patients the company serves.

ABOUT SWOOP

Swoop (www.swoop.com), part of Real Chemistry, 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 treatment journey. Swoop's HIPAA-certified and NAI-accredited system of engagement has uncovered over 6,000 unique target audiences for precisely activating patient populations and their healthcare ecosystems through 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 and 65 billion anonymized social determinants of health signals, 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 marketing agencies and 42 of the top 50 pharmaceutical companies power their marketing efforts with Swoop. And we are just getting started.