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 de-identified patient journeys spanning over a decade. Using 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 two 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, 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 artificial intelligence 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.**