

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