

# Targeting Early Diagnosers Digitally Results in a 6:1 ROI for a Plaque Psoriasis Drug Within 5 Months

## INTRODUCTION

Pharmaceutical companies want to drive disease awareness, guide treatment options and establish their brand as the therapy of choice. However, with increasingly limited access to physicians, field teams are challenged with reaching HCPs at the point-of-care. This has led to the increased use of non-personal promotion that fails to break through the noise at critical moments of the decision-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

Increase brand awareness among priority HCPs, specifically positioning a top plaque psoriasis drug as an appropriate treatment and/or first switch after TNF failures.

## THE SOLUTION

Swoop reached HCPs diagnosing moderate to severe plaque psoriasis patients on a weekly basis with digital banners as they browsed compliant content online. These banners served safety and efficacy messaging the target audience over 5 months.

## THE OUTCOME

Approximately 7,750 HCPs were served 805,905 impressions during the 5 month campaign. Engagement was 60% greater than the industry average with a CTR of .16%. and resulted in an ROI of 6:1.

## 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).