

# Increasing Vaccine Brand Awareness by Targeting Competitive HCPs Drives 53% Script Lift

## 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

A top vaccine brand wanted to distribute custom, educational content and targeted site drivers to educate key decision makers at new target IDNs in order to drive product growth. The brand's goal was to drive brand awareness to healthcare providers serving competitive accounts with dosing messaging.

## THE SOLUTION

Swoop activated HCPs at key accounts with display media on their desktop and mobile devices focused on brand awareness and efficacy messaging.

## THE OUTCOME

33,000 HCPs were served more than 225,000 impressions over the course of the 9 month campaign. During the campaign, writing behavior of the target audience was measured, showing lift of 53%, which generated an ROI of 5.7:1.

## ABOUT SWOOP

Swoop ([www.swoop.com](http://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.