

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 (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.