Targeting a Custom MS Patient Audience Drives a 60% More Efficient CPC and a 44% Higher CTR

INTRODUCTION

Multiple sclerosis (MS) is often misunderstood, as the very name of it brings to mind images of wheelchairs and permanent disability. But that's not the reality of the disease for everyone. Sometimes the effects of MS are visible, such as having trouble walking or hand tremors. Other times they are not as obvious. Invisible symptoms of MS, which often go unnoticed by other people, can also interfere with daily functioning and be just as debilitating.

CHALLENGE

While there are nearly one million people in the United States living with MS, reaching those impacted by the condition on Facebook and Instagram has become increasingly challenging following the removal of health-based targeting criteria in 2021.

A leading biotech company, wanted to reach people living with MS, caregivers and advocates with custom social media content and social media influencer channels, and direct them to a recently launched online platform. The goal of the campaign was to bring to life what disability looks like for people with the disease and elevate the importance of early treatment in helping to delay MS progression.

SOLUTION

To help the client more effectively reach and engage the MS community online, Swoop leveraged its proprietary privacy-safe real world health data, as well as social determinants of health signals and advanced artificial intelligence, to create custom MS patient audience segments for activation on Facebook and Instagram.

OUTCOME

By targeting custom MS patient audiences, the company's paid social campaign resulted in over 900,000 impressions and 22,900 link clicks, which drove a 2.53% click-through-rate (CTR) and $0.36 cost-per-click (CPC), outperforming the historic CTR benchmark by 44% and with a 60% more efficient CPC. Swoop not only helped drive users to explore the website and learn more about social media influencers' personal journeys with MS but also enabled meaningful engagement between them and the community of patients the company serves.

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.**