

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, 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.