swoop HCP AUDIENCES

Case Study

A Leading Brand Sees 382 New-to-Brand Starts with Swoop HCP Audiences

Drug Class/Indication : Rheumatoid Arthritis

Brand Challenge

A leading pharmaceutical manufacturer wanted to increase brand awareness with priority physicians treating rheumatoid arthritis.

Solution

Swoop utilized NPI-to-device matching to serve cost and coverage-focused messaging programmatically to HCPs organically browsing compliant, non-endemic sites and apps.

Campaign Outcome

8%
Script lift

382
New-to-brand starts

$5.5M
Incremental lifetime patient value