

Case Study

Activating Priority HCPs
Leads to a 29:1 ROI

Drug Class/Indication : Follicular Lymphoma



Brand Challenge

A follicular lymphoma therapy needed to increase physician awareness as part of its launch strategy.



Solution

Swoop engaged a target list of priority HCPs through 1:1 programmatic activation. Safety and efficacy were served to HCPs while consuming content on non-endemic sites and apps.



Campaign Outcome

2X

Higher CTR than the industry average

29:1

ROI

\$1.6M

Incremental lifetime patient value