

## Case Study

Connecting with HCP Audiences at the Point  
of Care and Driving an 8:1 ROI

Drug Class/Indication : Hyperkalemia



### Brand Challenge

A brand treatment of hyperkalemia needed to increase awareness and drive script lift among priority HCPs.



### Solution

Swoop activated priority HCPs at the point-of-care with efficacy messaging digitally while they were consuming brand-safe, non-endemic content on desktop and mobile devices..



### Campaign Outcome

10%

Greater engagement than industry benchmarks

.11%

CTR

8:1

ROI