

Case Study

Driving Engagement 60% Above Industry Average
with Swoop HCP Audiences

Drug Class/Indication : Plaque Psoriasis



Brand Challenge

A top plaque psoriasis drug sought to position itself as an appropriate treatment and/or first-switch after TNF failures with priority HCPs.



Solution

Swoop uncovered HCPs diagnosing moderate to severe plaque psoriasis patients on a weekly basis to serve branded advertising on non-endemic sites and mobile apps.



Campaign Outcome

7,750

HCPs reached

800K

Impressions served

.16%

CTR

6:1

ROI