

Case Study

Targeting De-identified Hepatitis Patients
via Addressable TV Increases Prescriptions 24%



Drug Class/Indication:
Hepatitis



Brand Challenge

A leading pharmaceutical brand wanted to further optimize targeting on addressable TV by testing and comparing Swoop's audience segments against its current vendor.



Solution

Swoop generated a privacy-safe segment of currently diagnosed patients based on real world health data against the provider's universe for six weeks, running twice weekly.

Campaign Outcome

Increased audience quality led to greater HCP visitations and brand conversion.



1.8X
more patients



20%
increase in HCP visits



34%
increase in patient-driven diagnostic screening



24%
lift in brand conversion