

## Case Study

Activating HCPs via CTV Leads to 12:1 ROI  
for Neurological Movement Disorder



Drug Class/Indication:  
Tardive Dyskinesia



### Brand Challenge

Facing low brand awareness and unable to reach healthcare professionals prescribing competitive treatments, a neurological therapy sought to convert hard-to-reach HCPs.



### Solution

Swoop utilized NPI-to-device matching to serve 60-second promotions to targeted HCP households via CTV.

### Campaign Outcome

Engaging the right HCPs drove audience quality metrics and lift in visitations, screenings, and brand conversions.



**10%**  
script lift



**130**  
new-to-brand starts in five months



**\$900,000**  
incremental lifetime value



**12:1**  
ROI