

Case Study

Activating Patients on Addressable TV Generates
1,500 New-to-Brand Starts for Type 2 Diabetes Drug



Drug Class/Indication:
Type 2 Diabetes



Brand Challenge

A pharmaceutical brand wanted to increase reach, doctor's visits and drive prescription lift of its Type 2 diabetes drug nationally.



Solution

Swoop built a privacy-safe segment of patients on the brand and its competitors. Targeted ads on linear addressable devices scaled across MVPDs, maximizing frequency to saturate the North American market.

Campaign Outcome

The brand penetrated the U.S. market leading to a 49 percent increase in prescriptions for the precise Swoop audience vs. a control.



297,000

primary care visits driven within three months of exposure



16%

lift in endocrinologist specialist visits



49%

lift over a control group



1500

new-to-brand starts within three months of exposure