

Case Study

Advertising on CTV Increases HCP Appointments
for Mental Health Drug by ~20%



Drug Class/Indication:
Mental Health



Brand Challenge

A pharmaceutical brand needed to connect with a limited patient population diagnosed with a sensitive condition and their caregivers.



Solution

Swoop utilized its privacy-safe real world health data to create a targetable niche segment for activation on CTV platforms.

Campaign Outcome

The brand safely reached a niche patient population, leading to ~20 percent of exposed ideal patients to make a doctor's appointment.



16:9

targeting multiple



12X

outperformed industry benchmark



20%

of the exposed ideal patients scheduled a visit with their healthcare provider, within three months of campaign, as measured by a third-party