

Case Study

Capturing 2X the Industry Standard Engagement
at a Major Oncology Conference

Drug Class/Indication : Multiple Myeloma



Brand Challenge

A leading multiple myeloma therapy wanted to increase brand awareness and engagement among influential KOLs.



Solution

Swoop used its proprietary data graph and gated geotargeting capabilities to reach HCPs with targeted media messaging on personal devices while attending a landmark oncology conference.



Campaign Outcome

3K

Conference attendees reached

2X

Engagement vs. The industry average

:30+

Increase to time on site