

Case Study

Eliminating Knowledge Gaps and Improving Marketing Strategies with First-Party Data

Drug Class/Indication : Women's Health



Brand Challenge

A leading women's health brand sought to improve the customer experience with streamlined engagement while gaining a better understanding of needs.



Solution

Swoop Agents implemented on brand.com provided prospective and on-therapy patients and HCPs an always-on, easy-to-use resource for medical information, while generating valuable 1st party data.



Campaign Outcome

Leading conversation topics from 19,000+ consumer engagements gave marketers deep insights into patient and provider needs to improve future marketing efforts.

44%

Asked about post-administrative care

26%

Inquired about product safety and efficacy

10%

Requested co-pay and cost support information