

Case study

Precision over quantity:

How Swoop, CMI Media Group, and Genentech unlocked qualified patient reach on Meta

Genentech



Background

In the ever-evolving landscape of digital healthcare marketing, reaching the right patients with the right message at the right time is paramount. Genentech, a leading biotechnology company, partnered with CMI Media Group, a healthcare-focused media agency, to optimize their social media advertising campaigns on Meta. The goal was to drive qualified patient traffic to their website and increase engagement with their brand.

Challenge

While Genentech's social campaigns were driving significant website traffic, the time spent on site by patients wasn't meeting their engagement goals. The CMI Media Group team, in partnership with Swoop, recognized an opportunity to refine their targeting strategy to reach a more qualified audience. **By leveraging Swoop's expertise in healthcare audience insights, the team aimed to focus on individuals who were genuinely interested in Genentech's therapies and information, rather than simply driving a high volume of clicks. This shift in focus towards quality over quantity was paramount in addressing the challenge of low engagement despite significant traffic.**

Goal

The collaborative team aimed to increase the quality of website traffic from social media, specifically focusing on patients who would spend more than 30 seconds engaging with the content. This metric, known as "web valued action (VA)" (viewed for at least 30 seconds), served as a key indicator of genuine interest and potential patient engagement.



**Website visits
from social
increased**

7X and the web VA (over 30 seconds viewed) increased 5X

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We were really impressed with the outcome of the campaign optimizations! I think it serves as a really powerful example of how leveraging data and applying cross-channel insights can enable more relevant engagement with customers. More broadly, the project provided valuable learnings that the organization can leverage as we continue to evolve our approach to healthcare marketing.

— Kriti Shrestha
Senior Marketing Manager
Genentech

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The collaboration between CMI Media Group, Genentech and Swoop was key to implementing a strategic targeting optimization on Meta to further advance performance and surpass client goals. By increasing social reach towards qualified patient markers using Swoop's data and the high performing preferred programmatic audiences, the significant improvement to social website traffic demonstrates the impact of data-driven, cross-channel synergy.

— Hannah Fritzenkotter
Director
Paid Social on behalf of CMI Media Group

Strategy/solution

Leveraging the power of data synergy, the team implemented a three-pronged approach:

- 1 **Swoop Audience Integration:**
CMI Media Group integrated Swoop's precision healthcare audiences into their Meta ad campaigns, building highly refined, privacy-safe audience segments from 300M+ de-identified patient journeys and proprietary analytics, uncovering users who most closely fit Genentech's brand target definition and had demonstrated prolonged engagement with similar healthcare content.
- 2 **Lookback Window Expansion:**
The team strategically expanded the lookback window for the Swoop audience segment from 90 days to 24 months. This adjustment allowed them to target patients who had exhibited long-term interest in relevant health topics, signaling a higher likelihood of engagement with Genentech's content.
- 3 **Cross-Channel Optimization:**
The insights gleaned from programmatic campaigns, specifically regarding user behavior and engagement patterns, were applied to optimize the social media targeting parameters. This cross-channel learning loop ensured a cohesive and data-driven approach across both platforms.

Ad set CPC
decreased
19% from \$1.06 to \$0.86
compared to the previous period



Results

The strategic shift from a quantity-focused approach to a quality-driven strategy yielded impressive results:

- Ad Set CTR increased 74% from 1.46% to 2.54% compared to the previous period.
- Ad Set CPC decreased 19% from \$1.06 to \$0.86 compared to the previous period.
- Link clicks increased 61% from 40K to 65K compared to the previous period.
- Overall website visits from social increased 7X, and the web VA (over 30 seconds viewed) increased 5X.