

Optimizing TV Targeting in a Fragmented Landscape Advances Better Patient Outcomes



Connecting with the right audiences with precision and impact across all channels allows pharmaceutical companies to enhance patient engagement and drive better health outcomes. In addition to helping patients by connecting them with new information, consumer ads positively influence healthcare providers (HCP) prescribing behavior. A survey by [Health Affairs](#) found that physicians prescribed an advertised drug in 39 percent of visits where it was mentioned by patients.

The takeaway? Viewers notice and interact with pharma ads, often following up with an HCP. An [eMarketer](#) survey confirms that nearly two-thirds of consumers see or hear ads for medications, treatments, or doctors on linear TV, while 47.7 percent have noticed healthcare/pharma ads on traditional and connected TV (CTV). Ads can motivate patients, as 64.5 percent of respondents have reacted to a healthcare/pharma ad in some

way, reinforcing strategic targeting as a powerful tool for engaging both HCP and de-identified patient audiences.

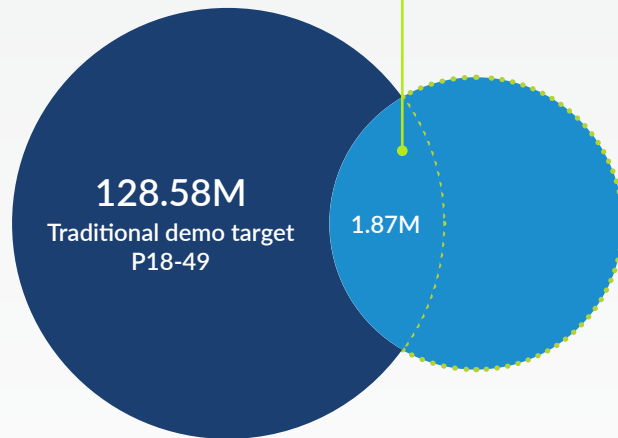
Providing patients with relevant health information empowers them to take action, leading to deeper research, scheduling appointments with physicians and/or filling prescriptions. Any inefficiencies in this process can be detrimental to future health outcomes, as the treatments being advertised can improve or even save lives. Enabling pharma brands to access their ideal audiences at key intervals in their diagnosis and treatment journey, in a privacy-safe manner, is crucial.

As audiences transform their media habits from traditional linear to a range of data-driven TV solutions, increasingly fragmented viewership poses a significant challenge for brands. The fractured landscape, coupled with outdated targeting methods based on demographic data and household-

Swoop audiences are proven to optimize reach towards likely condition sufferers and reduce waste.

56% of a Swoop data-driven audience was not reached by traditional demo targeting.

Only 1% of the P18-49 demographic target was in the Swoop data-driven target audience.



condition-sufferers were not reached with traditional linear TV planning

Source: Swoop/Nielsen measurement study 2021

- Total demo target 130.45M ●
- Total Swoop data-driven patient target 4.26M (likely condition sufferers) ●
- Portion of Swoop data-driven patient target that was not included in demo ●

level measurement, heightens the risk of pharma marketers overexposing audiences. This may cause viewers to tune out and compromise outreach.

As a result of its potential, CTV has surged. The channel is [projected](#) to grow 18.8 percent to reach \$28.75 billion this year. Functioning like programmatic advertising, CTV allows advertisers to target audiences individually based on interests, making it a preferred channel, especially for reaching HCPs. Similarly, addressable TV enables the display of different ads to those viewing the same content, creating opportunities for strategic targeting by serving specific ads to individuals even within a single household. Combining precise, privacy-safe targeting across high-value streaming inventory directs pharma marketers directly to patients and HCPs as they stream their preferred content.

Given its effectiveness, pharma brands continue to invest in TV – spending [\\$4.37](#)



[billion](#) across formats in 2023. According to [eMarketer](#), 10 percent of pharma advertisers plan to increase spend on linear TV, while nearly 90 percent will increase or maintain spending on [CTV](#). Consumer preferences are shifting to CTV – and HCPs are included in this transition. A survey sponsored by Roku indicates that primary care doctors are increasingly cutting the cable cord and instead consuming content on [streaming TV](#). Pharma marketers who focus on CTV and addressable have a direct path to ideal audiences.

By activating Swoop’s custom audience segments across data driven linear TV, CTV, over-the-top TV (OTT), and multichannel video programming distributor (MVPD) addressable, brands have yielded significant results. With consistent data, healthcare marketers can deliver targeted messages to a single audience across all channels, overcoming fragmentation and maximizing TV budgets.

Diverse brands, including those with indications for hepatitis, type 2 diabetes, a neurological disorder and a mental health drug, have benefitted from targeted television advertising by engaging with their ideal audience, leading to increased patient conversion and better health outcomes. Swoop’s mission is helping our clients make a difference every day by connecting them with relevant DTC and HCP audiences, ensuring that life-saving drugs reach patients, faster and more seamlessly.

Measurable behavior change for leading pharma and life sciences companies activating Swoop audiences across TV.



20%

measured increase in patient appointments after CTV activation



49%

script lift vs. control post-promotion on addressable TV



12:1

campaign ROI by activating HCPs through NPI-to-device targeting on CTV

Case Study

Activating HCPs via CTV Leads to 12:1 ROI
for Neurological Movement Disorder



Drug Class/Indication:
Tardive Dyskinesia



Brand Challenge

Facing low brand awareness and unable to reach healthcare professionals prescribing competitive treatments, a neurological therapy sought to convert hard-to-reach HCPs.



Solution

Swoop utilized NPI-to-device matching to serve 60-second promotions to targeted HCP households via CTV.

Campaign Outcome

Engaging the right HCPs drove audience quality metrics and lift in visitations, screenings, and brand conversions.



10%
script lift



130
new-to-brand starts in five months



\$900,000
incremental lifetime value



12:1
ROI

Case Study

Targeting De-identified Hepatitis Patients
via Addressable TV Increases Prescriptions 24%



Drug Class/Indication:
Hepatitis



Brand Challenge

A leading pharmaceutical brand wanted to further optimize targeting on addressable TV by testing and comparing Swoop's audience segments against its current vendor.



Solution

Swoop generated a privacy-safe segment of currently diagnosed patients based on real world health data against the provider's universe for six weeks, running twice weekly.

Campaign Outcome

Increased audience quality led to greater HCP visitations and brand conversion.



1.8X
more patients



20%
increase in HCP visits



34%
increase in patient-driven diagnostic screening



24%
lift in brand conversion

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

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

Unify, elevate, and simplify your TV targeting with Swoop's omniglass offering

Data-driven Linear TV



CTV / OTT 1:1 HH Targeting Programmatic



MVPD Addressable



Swoop's advanced targeting capabilities enable brands to effectively reach HCPs and patients, ensuring that messaging is delivered to the most relevant audience in a privacy-safe manner. By leveraging custom audience segments created from real world health data and advanced AI across diverse TV platforms, we facilitate meaningful engagement and, most importantly, improved health outcomes.

Learn more about our omniglass solution

Connect with us
to ensure your brand
is maximizing its
potential across TV.

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