



TRANSFORMING OMNICHANNEL

Go Omniglass with Swoop's TV marketing solutions

Bridge audience fragmentation and maximize your TV strategy across leading channel partners with our omniglass offering.

Data-driven linear TV



CTV / OTT 1:1 HH Targeting Programmatic



MVPD addressable



Swoop's privacy-safe precision targeting increases campaign efficiency by connecting advertisers with those most likely to use a specific product.

Traditional TV planning

- Age
- Gender
- Geography
- Household

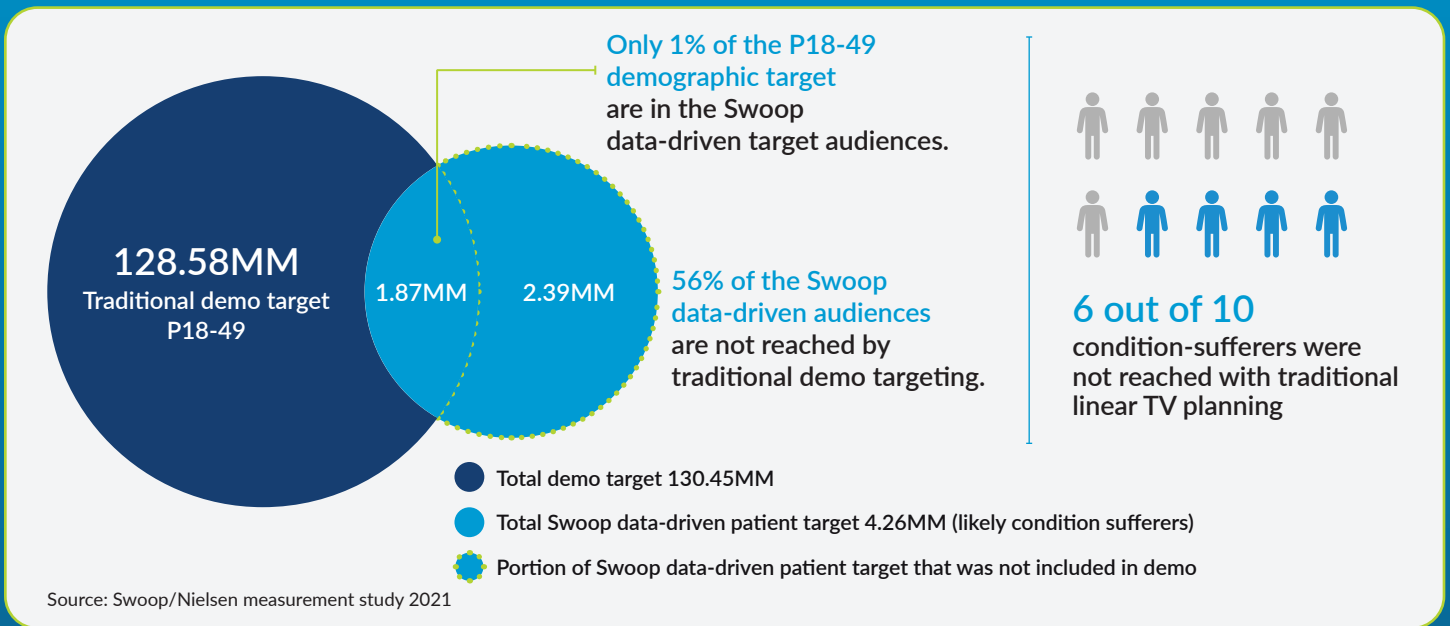
Data-driven TV planning

- ICD-10
- Prescription
- Procedures
- Diagnostics
- Treatments
- NPI

Visit [swoop.com](https://www.swoop.com) to learn more about Swoop's TV marketing solutions.

Case study

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



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

50%

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



All Swoop audiences are privacy-safe by design.

Swoop never uses health data to build segments, ensuring 100% compliance with the most stringent federal and state policies, including HIPAA and the My Health My Data Act.