

Case study: Audience-Based DDL Drives Measurable Outcomes

A leading mental health brand paired clinically informed audiences with audience-based Data-Driven Linear TV to expand patient reach and drive measurable prescription outcomes



The Challenge

A leading mental health brand needed to extend its clinically informed audience strategy into linear TV while measuring performance against prescription outcomes.



The Solution

Swoop and Simulmedia partnered to activate patient audiences through Data-Driven Linear TV, combining Swoop's audience intelligence with Simulmedia's activation and optimization across two 2025 flights.



The Outcome

Cost-per-conversion was strongest among patients exposed to DDL across channels, outperforming Consumer Digital on efficiency.

607K | 356K

Patients reached across two patient audiences

593

Net prescription conversions

56%

Conversion lift

\$3.6K

Cost per net conversion

5.5x

Annualized therapy value relative to media investment*