

# Integrated Intelligence, Swoop, & 21GRAMS Drive Rapid New Start Lift in Rare Disease.

## Insight

In 2017, our client launched their product with 21GRAMS, into a crowded rare disease market. Two years later, while 20% of the community was highly engaged, those who weren't connected couldn't be reached through the usual channels. In order to expand reach to the elusive 80%, our client needed to learn more about who they are – not just as patients, but as people – and meet them where they are.

## Idea

Integrated Intelligence and Swoop leveraged our AI-based Real Audiences capability to identify and understand key audience segments in the client's population. The resulting personas dove into human and health-related needs of these rare disease patients, derived through mapping de-identified individuals in AI-validated claims-based cohorts to social determinants of health data such as financial stability, health and wellness attitudes, and healthcare accessibility, as well as interests, hobbies, and information sources/influences. These personas drove development of segment-specific creative experiences designed by 21GRAMS to resonate with who these patients are as people.

## Impact

Through a revamped patient marketing approach focused on designing tailored activations for the people in the rare disease community based on Real Audiences, the campaign delivered significant impact in the first quarter. Specifically, nearly 1,000 new patients started on our client's product in a patient population of just 20,000. Digital engagement metrics far surpassed all benchmarks, including achieving 95% branded video completion rate and a 340% increase in click-through-rate. Our client has sustained that success through routinely refreshed, insight-driven personalized creative.

A photograph of two men sitting together and laughing heartily. The man on the right is wearing a brown leather jacket and has sunglasses hanging from his shirt. The man on the left is wearing a dark jacket. The background is a plain wall with a framed picture.

**Nearly 1,000 new patients started on therapy**

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**340% increase in click-through-rate**

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