

IN-FLIGHT OPTIMIZATION

Reimagine your healthcare advertising

Amobee In-Flight Optimization transforms how healthcare marketers maximize their media spend by leveraging Swoop's privacy-safe patient segments. With a real world data universe over 300M unique de-identified patient journeys refreshed weekly, and 65B anonymous social determinants of health (SDOH) signals, Swoop uses machine learning (ML) and artificial intelligence (AI) to develop exclusive audiences of ideal patients that are higher in audience quality (AQ) and drive greater script Lift.

Actionable sales lift measurement

- AQ, the prevalence measurement of qualified patients in an audience, is a leading indicator of script lift and can be used as a near-term metric for optimization.
- Amobee In-Flight Optimization uses Swoop segments built to achieve the highest AQ possible, while still maintaining patient privacy.
- Use AQ as a signal to make optimization decisions in-flight and align your investment to audiences that contain clinically qualified patients with the highest potential to convert.

Key IFO benefits

- **Access reporting in Tableau formats** to track AQ audience overlap.
- **Detailed level of granularity** in reporting includes AQ audience overlap to optimize tactics, audience, sites, and more.
- **Dedicated Analytics Lead** on every campaign to review performance and weed out skewed data.
- **Hands-on service** throughout every step of the campaign.
- **Proven results** using IFO across a handful of clients.