deepintent+

Patient Modeled Audiences Delivers 25% Higher Quality Audience at 59% Lower Cost

Challenge

A leading pharmaceutical company wanted to raise awareness for a prescription weight-loss drug amongst patients diagnosed with Binge Eating Disorder (BED).

The pharma company sought programmatic solutions that could precisely identify and reach their campaign-specific audience in a privacy-compliant way.

They conducted a 30-day test amongst 12 solution providers to evaluate solution efficacy and identify a partner for ongoing campaign support.

Strategy

PRECISE, CAMPAIGN-SPECIFIC SEGMENTS

Patient Modeled Audiences uses clinical, behavioral, and consumer data and patent-pending machine learning processes to:

+ Build predictive models that are campaign-specific and HIPAA-certified
+ Score users to identify the most clinically-relevant patients
+ Send audiences directly to DeepIntent's healthcare DSP for immediate, streamlined activation

DeepIntent used a campaign-specific ICD-10 code[1] to direct modeling and build a custom audience, comprised of people with high likelihood to have a BED diagnosis.
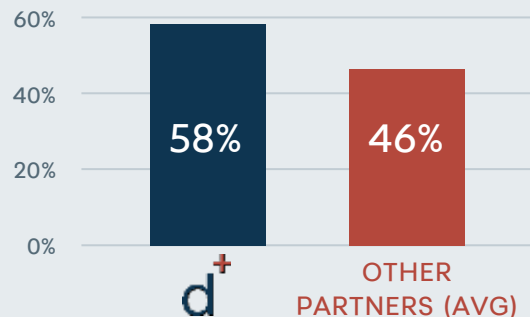
These users were targeted with relevant display ads across desktop and mobile.

Results

#1 PERFORMING PARTNER

Patient Modeled Audiences outperformed 11 other solutions due to extraordinary efficacy and efficiency

Audience Quality (AQ%[2])

d+	OTHER PARTNERS (AVG)
58%	46%

25% *higher AQ vs. partner avg.*

59% *lower CPMT[3] vs. partner avg.*

$100k
11.5x increase vs. test budget

incremental budget awarded to:
- *Extend +30 days*
- *Add video*
- *Increase media weight*

[1] E66.9; Obesity, Unspecified
[2] Audience Quality: percent of ads delivered to individuals with a relevant diagnosis, as determined by ICD-10 code
[3] CPMT: cost-per-thousand treated

The Power of Positive Outcomes™