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 code¹ 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**
  - Patient Modeled Audiences: 58%
  - Other Partners (AVG): 46%
  - 25% higher AQ vs. partner avg.

- **CPMT³ vs. partner avg.**
  - 59%

  $100k
  - Incremental budget awarded to:
  - Extend +30 days
  - Add video
  - Increase media weight

  11.5x increase vs. test budget

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