

## Case Study

# Healthcare-Specialized CTV Solution Delivers 62% On-Target Reach, Exceeding Campaign Goals



## Challenge

A leading pharmaceutical company sought to increase market share for a prescription migraine medication by raising awareness among physicians who prescribe competitive drugs.

Because time-starved physicians are inundated with medication messaging throughout their workday, the pharma company sought a solution capable of reaching highly qualified HCPs when they are most receptive to messaging.

## Strategy

**Capture mindshare by reaching HCPs as they engage with Connected TV content in a non-clinical environment**

- ❖ **Competitive-specific audience:** The brand's NPI list was matched to DeepIntent's HCP universe to identify and target qualified HCPs on a 1:1 basis
- ❖ **Activation via DeepIntent's CTV Marketplace:** Ads were served within premium, curated inventory across Smart TVs, gaming consoles, and streaming devices<sup>1</sup>, including Roku, Samsung, and Apple TV
- ❖ **In-flight optimization:** Reach and frequency were monitored and optimized in-flight to maximize performance

## Results



**62%** On-target reach, exceeding client expectations



**99%** Exposed HCPs matched to NPI physician-level measurement and reporting

- + **75%+** of the **1.6M+** HCP universe is addressable by DeepIntent's platform each day
- + DeepIntent's proprietary identity graph maximizes targeted reach by conducting real-time deterministic NPI matching at a **95%+ avg. match rate**

<sup>1</sup>Streaming devices include Roku, Samsung, and AppleTV.