**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 amongst physicians who prescribe competitive drugs.

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

### Results

- **62%** on-target reach; exceeding client expectations
- **99%+** exposed HCPs matched to NPI for physician-level measurement and reporting

### 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 SmartTVs, gaming consoles, and streaming devices, including Roku, Samsung, and Apple TV
- **In-flight optimization**: reach and frequency were monitored and optimized in-flight to maximize performance

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**Results**

**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**

DeepIntent’s healthcare-specific CTV Marketplace reaches **31% of CTV HHs**, 25% above industry average

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