

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.

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

Results

62%

*on-target reach;
exceeding client
expectations*

99%+

*exposed HCPs
matched to NPI for
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

DeepIntent's healthcare-specific CTV Marketplace reaches 31% of CTV HHs, 25% above industry average¹

¹Innovid; "3 Questions Marketers Have When Measuring CTV," AdExchanger, Nov 2020.