

Case Study:

Patient Modeled Audiences Delivers 25% Higher Audience Quality 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 among 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 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 (Details on page 2)



#1 Performing Partner

**25% Higher Audience Quality
at 59% Lower Cost**

1. E66.9; Obesity, Unspecified



Results



#1

Performing Partner

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



25%

Higher Audience Quality
vs. Partner Average



59%

Lower CPMT²
vs. Partner Average



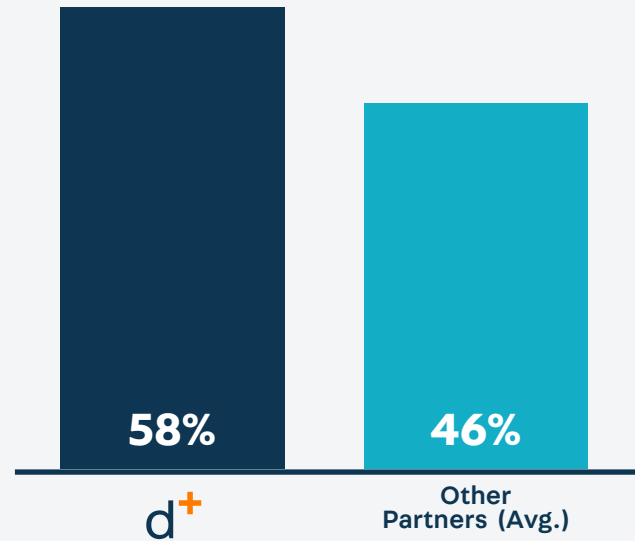
\$100K

11.5x Increase vs. Test Budget

Incremental budget awarded to:

- ❖ Extend +30 days
- ❖ Add video
- ❖ Increase media weight

Audience Quality (AQ%¹)



1. Audience Quality: percent of ads delivered to individuals with a relevant diagnosis, as determined by ICD-10 code
2. CPMT: cost-per-thousand treated