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

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Results

#1 Performing Partner
Patient Modeled Audiences outperformed 11 other solutions due to extraordinary efficacy and efficiency

Higher Audience Quality vs. Partner Average

Lower CPMT\(^2\) vs. Partner Average

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

Audience Quality (AQ%\(^1\))

58% vs. 46% Other Partners (Avg.)

$100K 11.5x Increase vs. Test Budget

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