CASE STUDY

Coordinated HCP and Patient Campaign Generates 35% Higher Total Script Lift for Leading Pharmaceutical Company



Challenge

DeepIntent[®] sought to prove that integrating healthcare provider (HCP) and patient (direct-toconsumer) digital campaigns results in a significant and positive impact on script writing behaviors.

Strategy

DeepIntent conducted a case-match control study in partnership with a leading healthcare media agency and its largest pharmaceutical client. The study leveraged DeepIntent Outcomes[™] to coordinate and measure the combined effect of HCP and patient marketing on total scripts filled.

¹ data collected from case-match control study of a beta program running HCP and patient digital advertising; integrated exposures vs. control group

Results (Detailed results on page 2)



Coordinated HCP and patient media drove 35% higher TRx vs. non-integrated media, demonstrating that integrated campaigns generate a significant and positive impact on total script lift.



DeepIntent was named the top performing partner due to exceptional audience quality, targeted reach, and cost efficiency²



 $^{^2\,3^{}rd}$ party measurement platforms, based on total segment performance vs. benchmark



Results

Highly Qualified HCPs

HCP target list matched to build custom segments based on script writing behavior

#1 Targeted Reach; Most Efficient Cost¹



Precise Patient Populations

Campaign-specific patient modeled audiences

Highest On-Target Patient Reach; Most Efficient Cost¹

Integrated HCP and DTC Media

Coordinated media within clinically-relevant geos

35% Higher TRx with Integrated Exposures²

 ² data collected from case-match control study of a beta program running HCP and patient digital advertising; integrated exposures vs. control group





