

## Case Study

# DeepIntent Outcomes™ Delivers Strategic Insight and Benchmarks Based on Timely Script Performance, Previously Unattainable with Industry Solutions



## Challenge

A leading biotechnology company faced pressure from a branded competitor.

It needed to spur new patient starts by driving efficient volume and share among high-priority HCP audiences, while also quickly identifying and investing underserved HCP audiences.

The company's media buying agency sought a healthcare marketing solution nimble enough to synthesize multi-channel campaign performance into the actionable insights and benchmarks needed for near-term strategic and tactical planning.

## Strategy

DeepIntent® executed a controlled campaign and used DeepIntent Outcomes™ to **analyze script performance to derive benchmarks and strategic recommendations** for campaign planning, activation, and performance measurement.

## Results (Detailed results on page 2)



### Unprecedented speed to actionable insight

For the first time, the brand and agency can use actionable, timely script metrics to inform media strategy and spending across audiences, channels and tactics.

#### Key outputs include:

- ❖ Value-based audience planning based on script performance
- ❖ Benchmarks based on TRx, NRx, NBRx
- ❖ Channel mix insights based on cost-per-outcome



## Results



### Value-based audience planning

- ✦ Ability to segment HCPs based on recent script performance, and cater media spend accordingly



### Meaningful benchmarks

- ✦ Benchmarks based on script performance (TRx, NRx, NBRx)
- ✦ By media channel and audience tier



### Channel mix opportunity

- ✦ Cost-per-outcome measurement across display, online video, and connected TV (CTV)
- ✦ CTV identified as an effective and efficient way to reach high-value HCPs

“Real-time clinical data is notoriously hard to come by because of lags in third-party measurement. This can make it challenging to act quickly; what could have been an actionable insight becomes a nice-to-know. DeepIntent Outcomes is an innovative solution that makes it possible to optimize campaigns more efficiently and effectively while helping us understand HCP and/or Patient behaviors in a more holistic way.”

Meg Barnett

VP, Data & Digital Strategy

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