

Case Study

DeepIntent's Unique Combination of HCP and Patient Marketing Yields 10-35% Higher Script Lift



Challenge

DeepIntent® sought to measure the combined effect of HCP and patient (direct-to-consumer) marketing on script writing behaviors to prove that coordinated HCP and patient campaigns yield higher script performance.

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 HCP and patient campaigns for two brands and measure the combined effect of HCP and patient marketing on total scripts and new prescriptions filled.

Results



10-15% higher RX
vs. HCP-only, both brands



25% higher NRx
vs. control, brand 1



35% higher TRx
vs. control, brand 2

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