

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-to-consumer) 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

² 3rd party measurement platforms, based on total segment performance vs. benchmark

Results (Detailed results on page 2)



35%
higher TRx¹

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.



#1
performing partner

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

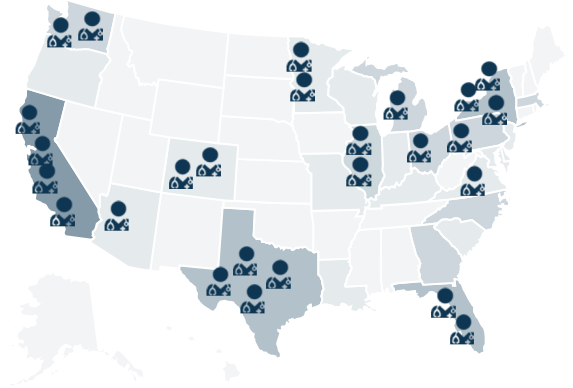


Results

Highly Qualified HCPs

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

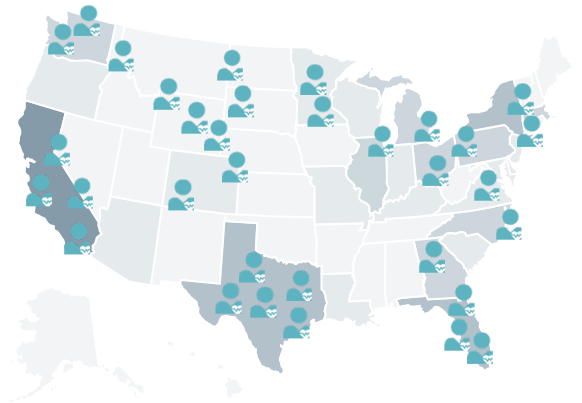
**#1 Targeted Reach;
Most Efficient Cost¹**



Precise Patient Populations

Campaign-specific patient modeled audiences

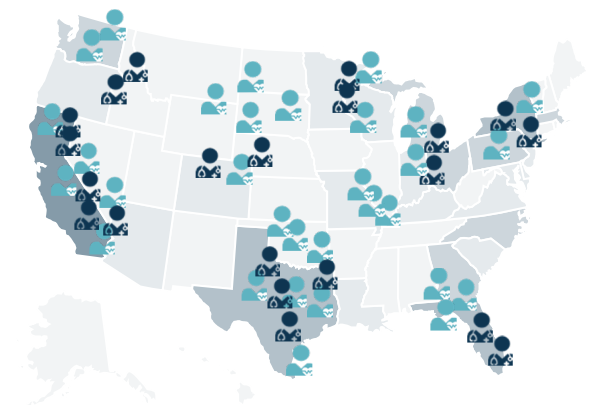
**Highest On-Target Patient Reach;
Most Efficient Cost¹**



Integrated HCP & DTC Media

Coordinated media within clinically-relevant geos

**35% Higher TRx
with Integrated Exposures²**



¹ 3rd party measurement platforms, based total segment performance vs. benchmark

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