

Case Study

DeepIntent's Healthcare DSP Delivers 9x ROI by Driving New Patient Starts for Rare Disease Drug



Challenge

A leading pharmaceutical company sought to increase new patient starts for a prophylactic therapy drug that treats HAE (Hereditary Angioedema).

The brand needed an advertising solution capable of raising awareness of the drug among clinically-relevant HCPs who diagnose and/or treat this rare disease.

Strategy

Identify and engage high-value HCPs with DeepIntent's specialized Healthcare DSP

- ✦ **Plan:** precise, campaign-specific audiences were created using the brand's NPI list and relevant ICD-10 codes¹ to identify HCPs most likely to treat HAE patients
- ✦ **Activate:** providers were targeted within premium, curated inventory with relevant displays ads, across desktop and mobile devices
- ✦ **Measure & Optimize:** performance was optimized in-flight to maximize engagement and spur new patient starts, while minimizing media cost

Results



9x ROI

Driven by new patient starts attributed to the campaign



78%

above goal, peak CTR



98%

NPI match rate to our database of 1.6M+ verified and opted-in HCPs

¹ D84.1, Hereditary Angioedema (HAE)