Case Study:
Patient Modeled Audiences Propels Prevalence Rate to 7.7%

Challenge
One of the world’s leading pharmaceutical companies wanted to raise awareness of a respiratory drug for two types of COPD patients:
(1) those newly diagnosed, and
(2) those currently being treated.
However, standard patient targeting methods rely solely on clinical data, which doesn’t account for nuances that differentiate these unique patient audiences.

Strategy
DeepIntent’s Patient Modeled Audiences solution combines clinical, behavioral, and consumer data with patent-pending machine learning processes to create precise, addressable patient audiences.

Two Unique Patient Models Were Created:

Model 1: Newly Diagnosed
Patients diagnosed with COPD who are actively seeking relevant information (i.e. engaged with COPD content in the past 30 days).

Model 2: Currently Being Treated
Patients diagnosed with COPD who are currently being treated with a competitive drug/brand.

Results (Details on page 02)

- #1 Performing Partner
- 7.7% Prevalence Rate for Model 1, Newly Diagnosed
- 0.22% Click-Through-Rate
Results

#1 Performing Partner
Vastly outperforming other partners

Prevalence Rate

7.7%
Prevalence Rate for Model 1, Newly Diagnosed
2.6x vs. 2.9% goal, indicating efficacy of behavioral data in identifying highly-qualified patients

6.1%
Average Prevalence Rate (for Both Models)
Over 2x vs. goal

Campaign Delivery

0.22%
CTR (Click-through-rate)
2.8x vs. industry benchmark

1. Prevalence rate: percentage (%) of individuals with the specified condition (COPD). The COPD prevalence rate, per the health data database, was 2.99% at the time of the campaign. Campaign prevalence rate: reflects the percentage of diagnosed individuals exposed to an ad.