Case Study

DeepIntent Outcomes™ In-Flight Optimizations Grow Verified Patient Reach for a Specialty Dermatology Drug

Challenge

A leading biotechnology company and its agency wanted to raise awareness for a leading Specialty Pharmacy drug used to treat adult patients with a specified skin condition.

They sought a digital media solution capable of:
✢ Growing reach among verified patients, and
✢ Quantifying the efficacy and efficiency of Connected TV (CTV) and online video (OLV) to inform ongoing media mix strategies

Results (Detailed Results on Page 2)

DeepIntent Outcomes optimizations proved highly effective at growing verified patient reach while reducing the cost-per-verified-patient (CPVP) throughout the campaign flight.

4X
verified
patient reach

35%
decrease in
CPVP

Strategy

The brand and agency collaborated with DeepIntent® to:

✢ **Plan** and create campaign-specific Patient Modeled Audiences: cord cutters with a high likelihood to suffer from the condition;

✢ **Activate** media across across CTV and OLV;

✢ Use **DeepIntent Outcomes™** to:

　• **Optimize** performance towards increased verified patient reach. Algorithmic optimizations automatically adjusted campaign parameters in-flight to maximize relevant patient reach while minimizing cost-per-verified patient (CPVP)

　• **Measure** the efficacy and efficiency of CTV vs. OLV at driving verified reach

deep**intent**⁺

Results

DeepIntent Outcomes optimizations proved highly effective at growing verified patient reach while reducing the cost-per-verified-patient (CPVP) throughout the campaign flight.

Comparative analysis demonstrates significant performance impact "before" (week 1-6) vs. "after" (week 7-13) DeepIntent Outcomes algorithmic auto-optimizations were implemented.

Total Campaign Performance
before & after algorithmic optimizations

4X
verified patient reach

35%
decrease in CPVP

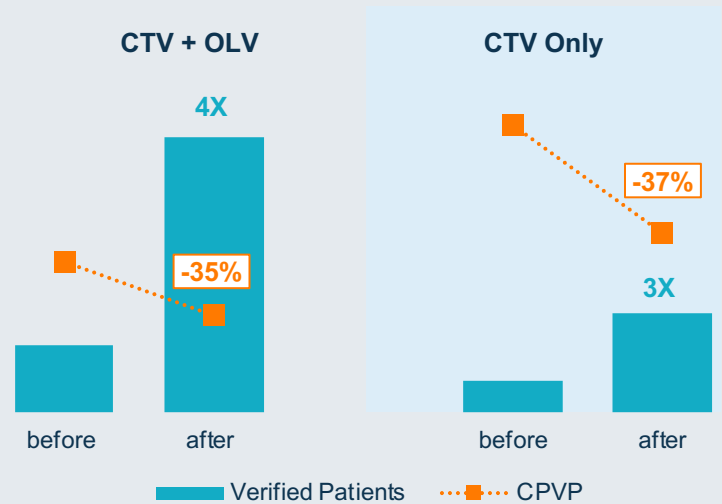## CTV Performance
before & after algorithmic optimizations

3X
verified patient reach

37%
decrease in CPVP

> "Being able to measure and auto-optimize live campaigns toward verified patient reach and script performance is completely game changing. DeepIntent Outcomes presents opportunity to further drive accountability of paid media dollars, gain insights about strategic audiences, and strengthen our clients' business results. We look forward to learning and actioning against these efforts!"
>
> **Channel Director, Leading Healthcare Media Agency**

Cumulative Campaign Performance
before & after algorithmic optimizations

CTV + OLV

4X

-35%

before   after

CTV Only

-37%

3X

before   after

▬ Verified Patients   ▪▪▪ CPVP

Top Performing Properties
strongest TRx performance

hulu   MSNBC   WeatherBug   The Weather Channel

deepintent⁺