DeepIntent Demonstrates CTV’s Superiority for Pharmaceutical Marketers

**Challenge**

DeepIntent sought to prove that connected TV (CTV) enables advertisers to reach precise, clinically-relevant audiences more effectively than linear TV.

**Strategy**

DeepIntent conducted an analysis to compare the performance of CTV and linear TV.

The study leveraged recent campaign data, ACR (automatic content recognition) data, and DeepIntent Outcomes™ to measure CTV’s superior ability to:

- Reach clinically-relevant patient audiences
- Provide qualified, incremental reach atop linear TV

**Results**

CTV was more effective at reaching clinically-relevant audiences than linear TV.

- **82%** higher on-target reach
- **50%** higher audience quality

CTV delivered up to **30%*** incremental reach to qualified patient audiences.

*varies by condition