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

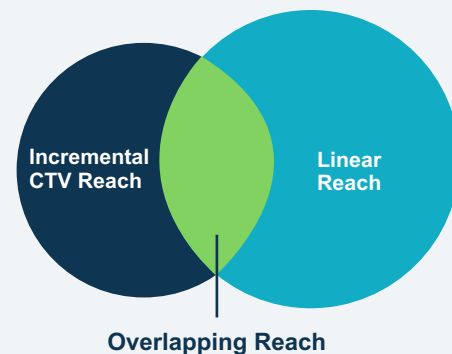**CTV was more effective at reaching clinically-relevant audiences than linear TV.**

82% higher on-target reach

50% higher audience quality

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

Incremental CTV Reach

Linear Reach

Overlapping Reach

*varies by condition

deep**intent**⁺