

CASE STUDY

Sun Pharma and Fingerprint Maximize Verified Patient Reach and Efficiency with DeepIntent Outcomes™ Machine Learning Optimizations



Challenge

Sun Pharma and its consumer agency of record, Fingerprint, wanted to raise awareness for ILUMYA® (tildrakizumab-asmn).

They sought a digital media solution capable of accelerating verified patient reach while maximizing media efficiencies.

Solution

Fingerprint collaborated with DeepIntent on behalf of Sun Pharma to:

- ✦ **Plan** and create campaign-specific **Patient Modeled Audiences**;
- ✦ **Activate** connected TV (CTV), online video (OLV), and display media using DeepIntent's healthcare-specialized DSP and CTV Marketplace;
- ✦ Use **DeepIntent Outcomes™** to measure and optimize performance. Algorithmic optimizations automatically adjusted campaign parameters in-flight to maximize verified patient^{1,2} reach while minimizing the cost-per-verified-patient (CPVP)

Results (Detailed results on page 2)

DeepIntent Outcomes optimizations effectively grew verified patient reach and reduced cost-per-verified-patient (CPVP) throughout the campaign flight.



5.7x

verified
patient reach

83%

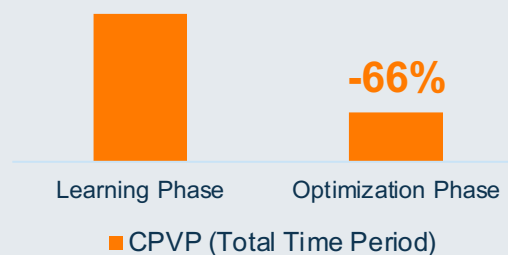
decrease in
CPVP

Machine learning algorithms auto-optimized all campaign parameters in-flight, including CTV and OLV inventory

hulu

Partner Spotlight

Impact of machine learning optimizations on CPVP



¹ Verified patients: unique patients exposed to the ad who meet ILUMYA's relevant patient criteria, i.e. individuals with a prior diagnosis of L40.0 AND who have been prescribed/administered ILUMYA or any of its competitors (Cosentyx, Enbrel, Humira, Remicade, Stelara, Taltz, Tremfya, Skyrizi, or Otezla).

² Confirmed by medical and pharmacy claims data (campaign-specific ICD-10 and NDC codes) sourced from Komodo Health; representative of actual (not projected) payer complete claims data for 300M+ U.S. patients



Results

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

Analysis demonstrates significant performance impact between the “learning” and “optimization” phases:

- ✦ Learning phase: Algorithms learn based on in-market campaign data
- ✦ Optimization phase: Algorithms optimize campaigns in-flight, continuously informed by new data and ongoing machine learning

Total Campaign Performance

Learning vs. optimization phase



5.7x

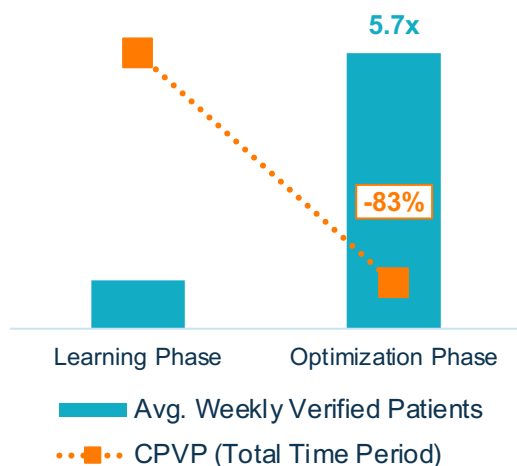
verified
patient reach

83%

decrease in
CPVP

Comparative Campaign Performance

Impact of machine learning optimizations



“The DeepIntent Healthcare Advertising Platform is incredibly innovative and provides us access to custom healthcare audiences with the ability to measure and optimize all within one DSP toward claims-based outcomes.”

Nick Bartolomeo

Head of Digital, Media, and Analytics

fingerprint

“Fingerprint is great about bringing us innovative, first-to-market solutions, and we’re thrilled they suggested DeepIntent Outcomes. It will be an invaluable addition to our toolkit.”

Harleen Parmar

Associate Marketing Director



Actionable Insights

All campaign parameters were optimized based on in-flight learning, surfacing valuable insight down to the inventory and unit level:

- ✦ Identified top performing CTV and OLV properties

Strongest verified patient reach

hulu **pluto tv** **SAMSUNG** **msn**

- ✦ Revealed optimal unit mix; 60-second units removed from rotation to maximize performance