

## CASE STUDY

# Patient Modeled Audiences Delivers 30% Higher Audience Quality vs. Partners



## Challenge

A leading biotechnology company wanted to raise awareness for a prescription eye drop amongst patients who have been diagnosed with eye disease or disorders that cause dry eye.

The company sought programmatic solutions that could precisely identify and reach their campaign-specific audiences in a privacy compliant way.

They conducted a 60-day test across 19 partners to evaluate solution efficacy and identify a partner for ongoing campaign support

## Strategy

### Precise, Campaign-Specific Segments

- ✦ DeepIntent® used 15 campaign-specific ICD-10 codes to direct modeling and build a custom Patient Modeled Audience: **People with high likelihood to suffer from dry eye**
- ✦ These users were targeted with relevant video ads across desktop and mobile.

## Results



**#1**

**Performing Partner**



**30%**

**Higher AQ vs. partners**



**40%**

**Increase in conversions, month-over-month**