

## CASE STUDY

# DeepIntent's Patient Modeled Audiences Drives Downloads for Rare Disease App, Featuring Relevant Treatment Therapy



**The app is an incredible resource for patients, but only if they're aware it exists. Patient Modeled Audiences was invaluable in helping us build campaign-specific, privacy-compliant models in order to reach, and ultimately help, the most relevant patients."**

SR. DIRECTOR OF MARKETING, PHARMACEUTICAL COMPANY

## Challenge

A pharmaceutical company that specializes in rare diseases launched a free app to help patients track, manage, and share information with doctors about their experiences living with HAE (Hereditary Angioedema), a rare genetic condition that causes swelling in any part of the body.

The app also provides information on the company's injectable drug therapy that treats acute attacks of HAE.

The brand wanted to raise awareness of the app among HAE patients to encourage app downloads. They sought an advertising solution that could identify and reach relevant patients in a privacy-compliant way.

## Results



**DeepIntent contributed to 29 app downloads in 30 days**

**Exceeded goal by 45%**

## Strategy

### Precise, Campaign-Specific Segments

DeepIntent used its Patient Modeled Audience solution to create a custom audience comprised of people with a high likelihood to have HAE.

Patient Modeled Audiences uses patented machine learning processes to:

- ✦ Build predictive models that are campaign-specific and HIPAA-compliant
- ✦ Create custom audiences, comprised of users with a high likelihood to have a relevant diagnosis
- ✦ Send audiences directly to DeepIntent's Healthcare DSP for immediate, streamlined activation

The audience was targeted with relevant display ads across desktop and mobile devices.