Matterkind and DeepIntent Prove Addressable Media Drives Script Performance and New Patient Starts

Prove Media's Impact on Script Performance

The pandemic accelerated pharma's adoption of digital media, including data-driven programmatic advertising, which continues to surge in popularity. Programmatic ad spend reached $99B in 2021, a 39% increase over 2020.[1]

Now, with programmatic strategies in place, backed by substantial media budgets, pharma marketers rightfully seek specialized metrics, measurement, and optimization strategies to power and prove performance.

One such top 10 pharmaceutical company invests significantly in addressable media to support its largest brand: **an antiviral medication used to treat symptoms of an infectious disease.**

As the agency of record for both the provider (HCP) and patient (DTC) sides of the business, Matterkind was committed to maximizing the brand's addressable media investment and proving its efficacy in driving business results: total script performance (TRx) and new patient starts, represented by new-to-brand prescriptions (NBRx).

The big challenge was finding a solution that empowered Matterkind to:

+ Optimize media directly to script performance

+ Prove addressable media drives business outcomes, as measured by ROI metrics (script metrics)

+ Enable timely, real-time performance insights

[1] IAB; Internet Advertising Revenue Report Full Year 2021

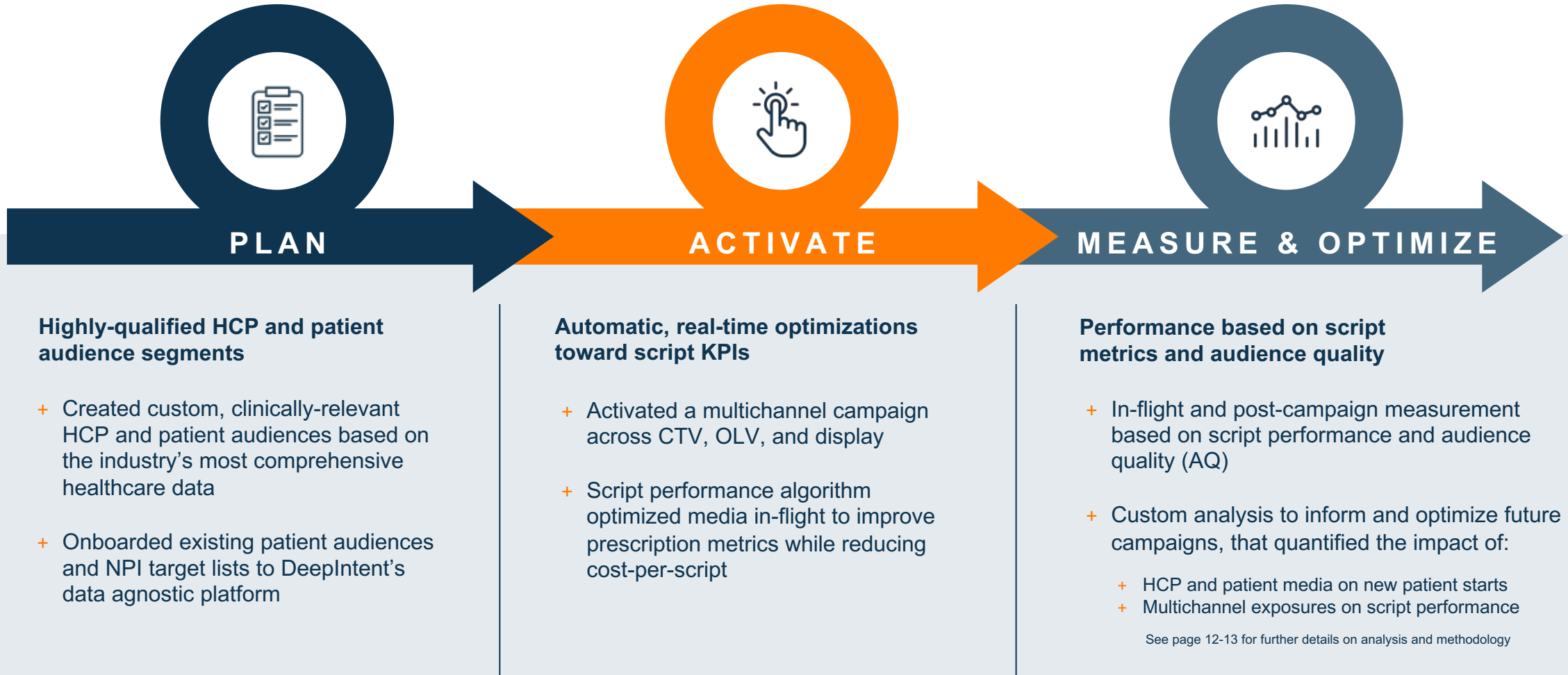# Measure and Optimize Campaigns Based on Script Performance Metrics

Matterkind identified DeepIntent as the demand side platform (DSP) capable of addressing their needs.

DeepIntent's healthcare-specialized DSP, along with its patented DeepIntent Outcomes™ technology that links real-world clinical data with impression data, empowered Matterkind to measure and optimize live campaigns based on script performance metrics (TRx, NBRx).

Matterkind collaborated with DeepIntent to execute a multichannel campaign that proved and quantified the efficacy of addressable media in driving script performance and new patient starts.

Campaign and Analysis Overview

PLAN

Highly-qualified HCP and patient audience segments

+ Created custom, clinically-relevant HCP and patient audiences based on the industry's most comprehensive healthcare data

+ Onboarded existing patient audiences and NPI target lists to DeepIntent's data agnostic platform

ACTIVATE

Automatic, real-time optimizations toward script KPIs

+ Activated a multichannel campaign across CTV, OLV, and display

+ Script performance algorithm optimized media in-flight to improve prescription metrics while reducing cost-per-script

MEASURE & OPTIMIZE

Performance based on script metrics and audience quality

+ In-flight and post-campaign measurement based on script performance and audience quality (AQ)

+ Custom analysis to inform and optimize future campaigns, that quantified the impact of:
  + HCP and patient media on new patient starts
  + Multichannel exposures on script performance

See page 12-13 for further details on analysis and methodology

Real-time Script Performance Optimizations Drive New Patient Starts

HCPs wrote more scripts for the brand

+ HCP-targeted media and real-time script optimizations improved providers' prescribing rate (NBRx)

+ The campaign improved HCP reach and awareness, and thus share of scripts written for the brand increased by 10% following campaign exposure

> " The historic pharma reports take two weeks to six months. With Outcomes, it's the next day. That's really allowed us to optimize and perform a lot better."
>
> ADAM THOMAS
> VP OF ADDRESSABLE STRATEGY
> MATTERKIND

See page 12-13 for further details on analysis and methodology

THE CAMPAIGN IMPROVED PROVIDERS' PRESCRIBING RATE FOR THE DRUG VS. COMPETITIVE BRANDS

+10%
PRESCRIBING RATE

69%

63%

SHARE OF SCRIPTS
PRE-EXPOSURE

SHARE OF SCRIPTS
POST-EXPOSURE
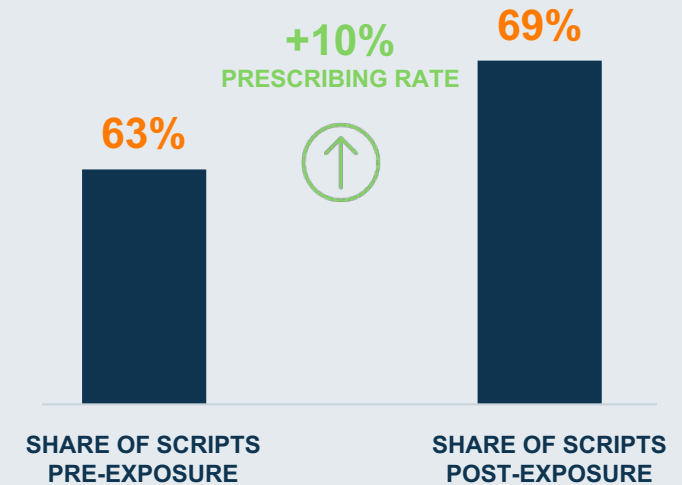
Real-time Script Performance Optimizations Drive New Patient Starts

Patients filled scripts at a higher rate

+ Advanced audience modeling and real-time script optimization drove faster, more precise reach to predicted, clinically-relevant audiences

> **DeepIntent's patented Patient Modeled Audiences technology determines the correlation between demographics and disease to create precise, campaign-specific modeled audiences in a privacy-safe way**

+ Those exposed to the brand's ads were 1.5X more likely to be clinically-relevant patients than those not exposed, and 225% more likely to start a new prescription with the brand

+ The campaign nearly doubled NBRx performance, driving over 2,400 incremental new-to-brand scripts

See page 12-13 for further details on analysis and methodology

ADS REACHED PATIENTS WHO WERE HIGHLY LIKELY TO BE CONDITION SUFFERERS AND GET ON SCRIPT WITH THE BRAND

1.5X
higher audience quality

225%
higher NBRx

Real-time Script Performance Optimizations Drive New Patient Starts
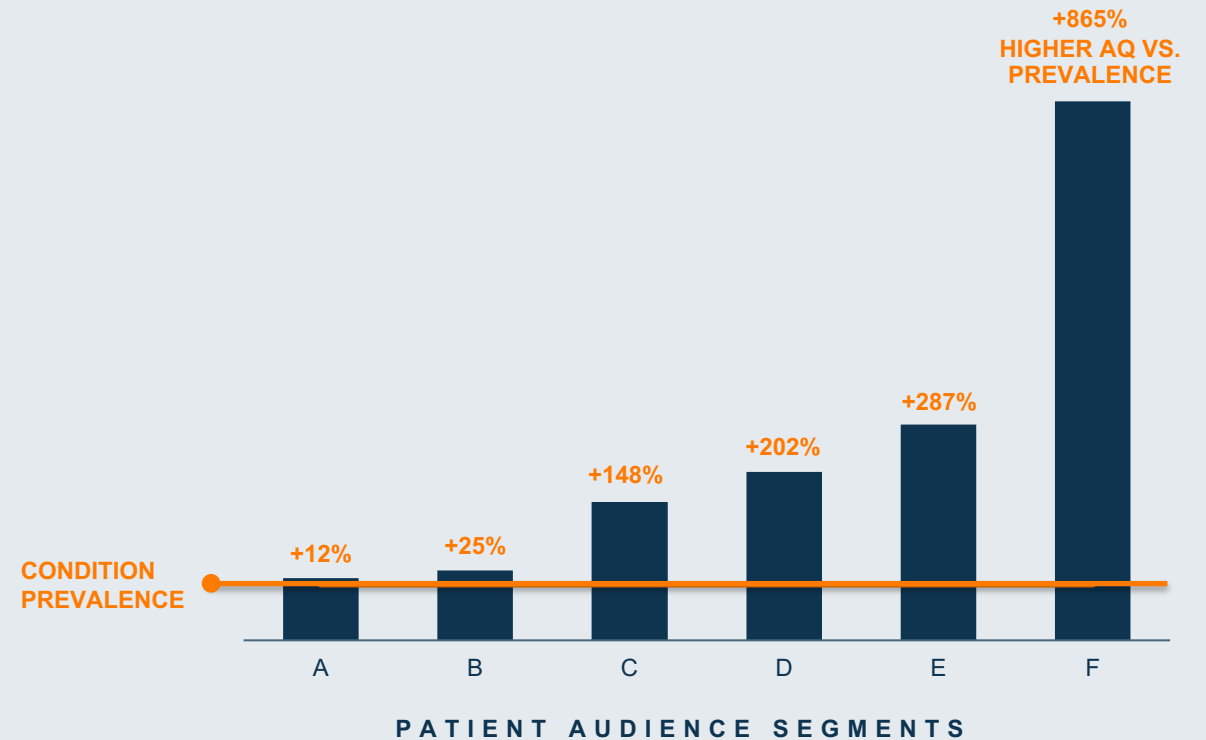
DeepIntent Outcomes optimizations improved verified patient reach for all campaign audiences

+ DeepIntent's data agnostic platform accepts all audiences so marketers can leverage our patented optimization engine for all media activity

+ Real-time script optimization maximized the verified patient reach for all segments, including custom Patient Modeled Audiences and third-party segments onboarded from industry-leading data providers

+ Segments delivered 12 – 865% greater audience quality when compared to the disease prevalence for the U.S. population

" The correlation was essentially 1:1 between our client's reporting platform and the metrics we saw in DeepIntent's platform in real-time."

ADAM THOMAS
VP OF ADDRESSABLE STRATEGY
MATTERKIND

See page 12-13 for further details on analysis and methodology

AUDIENCE QUALITY FOR EACH SEGMENT EXCEEDED THE PREVALENCE RATE FOR THE CONDITION

+865%
HIGHER AQ VS.
PREVALENCE

+287%

+202%

+148%

+12%   +25%

CONDITION PREVALENCE

A   B   C   D   E   F

**PATIENT AUDIENCE SEGMENTS**

Algorithms Maximize ROI by Minimizing the Cost-per-script

Real-time, value-based bidding drove highly efficient new patient starts

+ AI-powered machine learning algorithms accelerated script performance while reducing cost

+ DeepIntent's algorithms identify high-value HCP and patient bids and auto-adjusts bidding to win those priority impressions at the lowest possible cost-per-NBRx

+ Scripts grew 12.1X over the attributed campaign period, while cost-per-NBRx decreased by 60%

See page 12-13 for further details on analysis and methodology

SCRIPT PERFORMANCE ALGORITHMS MAXIMIZE CLINICALLY-RELEVANT REACH AT THE LOWEST POSSIBLE COST-PER-SCRIPT

COST-PER-NBRx (ROLLING)

+10%
AVG. MONTHLY CPNBRx DECREASE

60% LOWER CPNBRx

NBRx (CUMULATIVE)

M O N T H S
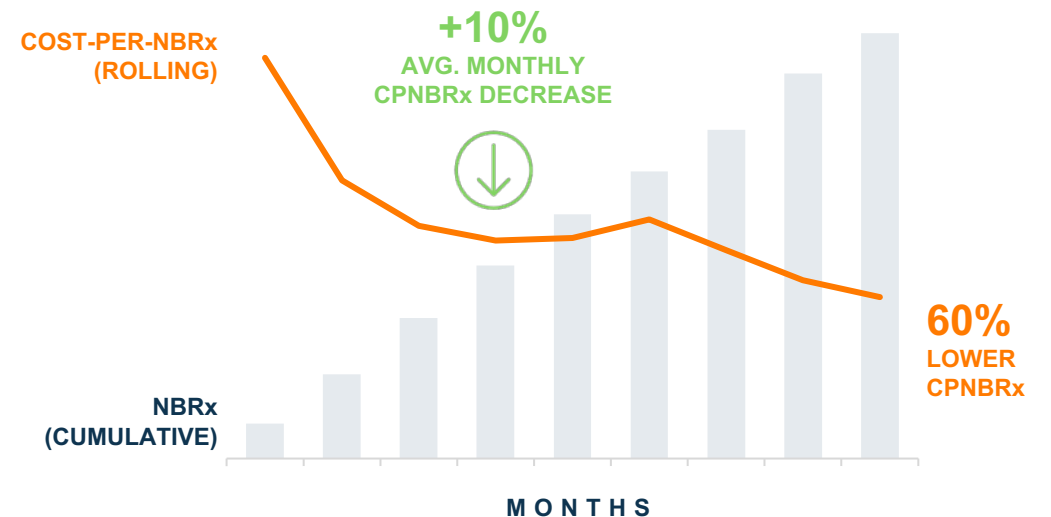
Connected TV Helps Patients Make Informed Health Decisions

CTV drove new patient starts

+ Because of its digital quality, CTV can be planned, activated, measured and optimized with the data-driven precision of other digital channels

+ With DeepIntent Outcomes, Matterkind was able to prove CTV's value and quantify its impact based on script performance instead of standard front-end metrics, like views and completion rates

+ Media mix analysis revealed that when run in isolation, CTV was twice as effective at driving NBRx than display or OLV

" **When we broke the data down further, we found that CTV outperformed the other channels by at least two times. So from a cost-per and script lift perspective – the core metrics that we look at – we know the audience quality is there, and this was a channel that really allowed us to strengthen our current activation."**

ADAM THOMAS
VP OF ADDRESSABLE STRATEGY
MATTERKIND

See page 12-13 for further details on analysis and methodology

CONNECTED TV INFLUENCES PATIENT DECISIONING, NOT JUST TOP-OF-FUNNEL AWARENESS

2.5X
higher NBRx
than <u>display</u>

2X
higher NBRx
than <u>online video</u>

Connected TV Super Charges the Media Mix

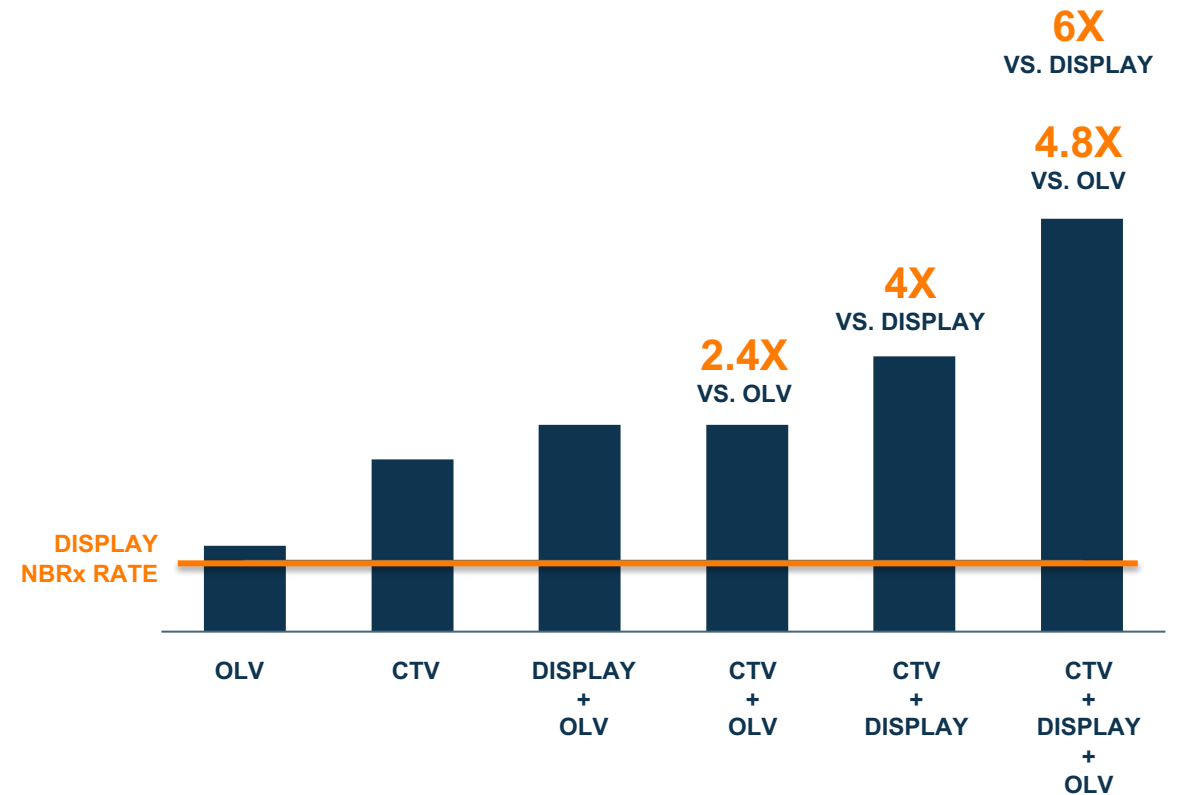**CTV is highly complementary and proved most valuable as part of a multichannel media mix strategy**

+ NBRx rate increased 2.4 – 4X when CTV was paired with other singular channels

+ The best results were achieved when all three channels worked together

+ Combined exposure to CTV, OLV, and display drove the greatest performance lift, delivering a 1.5X – 2X greater NBRx rate than two-channel combinations

> " **The pharma brands who seize the opportunity to lean into CTV, test and learn, and build relationships with innovative partners will be the best positioned to outcompete and outperform their competition.**"
>
> CHRIS PAQUETTE
> FOUNDER & CEO
> DEEPINTENT

NBRx RATE IMPROVES WHEN CTV IS USED IN COMBINATION WITH OTHER CHANNELS

6X VS. DISPLAY

4.8X VS. OLV

4X VS. DISPLAY

2.4X VS. OLV

DISPLAY NBRx RATE

| OLV | CTV | DISPLAY + OLV | CTV + OLV | CTV + DISPLAY | CTV + DISPLAY + OLV |

Addressable Media Drives New Patient Starts

Matterkind and DeepIntent successfully proved and quantified the efficacy of addressable media in driving script performance, most importantly, new patient starts (NBRx).

DeepIntent Outcomes empowered Matterkind to measure and optimize media based on script performance. Script optimization maximized campaign performance and the brand's ROI, and also enabled actionable analytics to inform and optimize future campaigns.

> " **The best testament I can give you is that we're still running this today and investment levels across the board have increased."**
>
> ADAM THOMAS
> VP OF ADDRESSABLE STRATEGY
> MATTERKIND

KEY OUTCOMES

HCPs' prescribing rate improved by 10%

Patients were 1.5X more likely to be clinically-relevant and 225% more likely to get on script

Script optimization grew scripts (NBRx) by 12.1X while reducing cost-per-script by 60%

CTV drove 2 – 2.5X higher NBRx than OLV and display, respectively

Combined exposure to CTV, OLV, and display delivered 6X the NBRx rate vs. standalone display

METHODOLOGY: ANALYSIS OVERVIEW

The analysis was designed to quantify the impact of the integrated HCP and DTC media campaign in terms of new patient starts and to understand the degree that multiple exposures drives incremental scripts for patients.

+ Campaigns were measured at the census level, i.e., measured 100% of patients and HCPs exposed within defined measurement periods.

+ The patient Audience Quality (AQ) and NBRx conversion lift analyses outline the impact of DI marketing by utilizing test/control methodology to measure campaign-exposed patient performance against a similar control group of non-exposed patients.

+ Script lift represents the number of projected scripts driven by DI marketing and is calculated as follows:

> **Projected Script Lift = Test NBRx Count – (Test Group Size * Control Conversion Rate)**

+ The HCP campaign compared HCPs' condition-specific prescribing behavior during the campaign measurement period and compared this against prescribing behavior prior to campaign exposure.

+ Cross-channel analysis was performed by segmenting exposed patients by channel exposure to outline NBRx conversion performance.

+ Patient NBRx conversion and HCP share of scripts lift results were statistically significant at 95% confidence level or greater.

Patient Business Rules

BUSINESS RULE	TIME PERIOD	DEFINITION/NOTES
Campaign Measurement Period	5/17/21-11/30/21	Truncated campaign measurement period in order to allow for full 90-day conversion window.
Lookback Period	90 days	The time period prior to campaign used to determine if someone exposed is new to therapy. Anchored to exposure date.
Conversion Window (a.k.a., Look-forward period)	12/1/21-2/28/22	Time period post exposure during which conversions are credited to the campaign. Typical recommendation: 90 days post-campaign.

ADDITIONAL DATA DEFINITIONS

+ **Patient** is defined as any individual with health data existing within the claims database

+ **Test group** represents patients who were exposed to the brand's media fielded by DeepIntent during the campaign measurement period

+ **Control Group** represents patients who were not exposed to the brand's media fielded by DeepIntent during the campaign measurement period

+ **Share of Scripts** is the brand's market share represented by brand prescriptions as a % of all treatment scripts written for the specific condition. Calculated as brand scripts among qualified HCPs / scripts of all condition treatments in market basket

+ **HCP Measurement Group** were those healthcare providers active in prescribing treatments for the condition within the campaign measurement period

+ **HCP Pre-Exposure Measurement Period** was a 30-day measurement period directly prior to campaign launch

+ **HCP Post-Exposure Measurement Period** was a 30-day measurement period during campaign flight with additional 30-day conversion window (post-exposure)

ABOUT DEEPINTENT

DeepIntent is leading the healthcare advertising industry with data-driven solutions built for the future. Built purposefully for healthcare marketers, DeepIntent's platform is proven to drive higher audience quality and script performance. It enables marketers to plan, activate, measure, and optimize their campaigns all within a single platform. Conceived by former Memorial Sloan Kettering data scientists, DeepIntent empowers nine of the top ten pharmaceutical companies and the leading healthcare advertising agencies to improve patient outcomes through the artful use of advertising, data science, and real-world health data. For more information, visit DeepIntent.com.

ABOUT MATTERKIND

Matterkind, IPG's activation intelligence company, drives better business outcomes while putting the customer experience first. Through the lens of conscious marketing, they employ ethical data, through patented applications, to deliver addressable activation intelligence. Matterkind strengthens connectivity between brands and their audiences, through trusted partnership, excellence, and expertise. Matterkind is a part of Kinesso, the marketing technology unit of The Interpublic Group of Companies, Inc. (IPG). For more information, visit Matterkind.com.