

Healthcare-Specialized CTV Solution Delivers 62% On-Target Reach, Exceeding Campaign Goals

Challenge

A leading pharmaceutical company sought to increase market share for a prescription migraine medication by raising awareness amongst physicians who prescribe competitive drugs.

Because time-starved physicians are inundated with medical messaging throughout their workday, the pharma co. sought a solution capable of reaching highly qualified HCPs when they are most receptive to messaging.

Strategy

Capture mindshare by reaching HCPs as they engage with Connected TV content in a non-clinical environment

- **Campaign-specific audience:** the brand's NPI list was matched to DeepIntent's HCP universe to identify and target qualified HCPs on a 1:1 basis
- **Activation via DeepIntent's CTV Marketplace:** ads were served within premium, curated inventory across SmartTVs, gaming consoles, and streaming devices, including Roku, Samsung, and Apple TV
- **In-flight optimization:** reach and frequency were monitored and optimized in-flight to maximize performance

Results

94%

NPI match; client's list to
DeepIntent's HCP
universe

62%

on-target reach;
exceeding client
expectations

99%

exposed HCPs matched to
NPI for physician-level
measurement and reporting

- 75%+ of the 1.6M HCP universe is addressable by DeepIntent's platform each day
- Our proprietary identity graph maximizes targeted reach by conducting real-time, deterministic NPI matching at a 95%+ avg. match rate.
- DeepIntent's healthcare-specific CTV Marketplace reaches 31% of CTV HHs, 25% above industry average*

*Innovid; "3 Questions Marketers Have When Measuring CTV," AdExchanger, Nov 2020