

CASE STUDY

Migraine Brand Accelerates Reach to Precise Patient Population While Reducing Cost-Per-Verified-Patient by 50%



Challenge

A leading migraine drug needed to accelerate reach to niche patient populations

Solution

The brand's agency of record partnered with DeepIntent to leverage patented technologies that use advanced data science and machine learning to maximize reach to highly-qualified patient audiences with speed and precision, in a privacy-safe way:

- + **Patient Modeled Audiences:** created precise, custom audiences based on clinical and demographic characteristics of diagnosed populations and campaign-specific predictive models
- + **Patient Reach Guarantee:** guaranteed reach to verified patient audiences across CTV, OLV and display to ensure goals were met
- + **DeepIntent Outcomes™:** automatically measured and optimized media in real-time based on verified patient reach, and derived real-time insight to further improve audience strategy in-flight and drive performance

Results

DeepIntent rapidly accelerated verified patient reach, quickly exceeding the patient reach guarantee while also maximizing efficiency



10%

higher verified patient reach vs. guarantee by week 11



2X

faster than expected



50%

lower CPVP, week 11 vs 1

deepintent⁺