

CASE STUDY

Patient Modeled Audiences Delivers 25% Higher Audience Quality at 59% Lower Cost



Challenge

A leading pharmaceutical company wanted to raise awareness for a prescription weight-loss drug amongst patients diagnosed with Binge Eating Disorder (BED).

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

They conducted a 30-day test amongst 12 solution providers to evaluate solution efficacy and identify a partner for ongoing campaign support.

Strategy

Precise, campaign-specific segments

Patient Modeled Audiences uses clinical, behavioral, and consumer data and patented machine learning processes to:

- + **Build predictive models that are campaign-specific and HIPAA-certified**
- + **Score users to identify the most clinically-relevant patients**
- + **Send audiences directly to DeepIntent's DSP for immediate, streamlined activation**

DeepIntent used a campaign-specific ICD-10 code to model and build a custom audience, comprised of people with a likelihood to have a BED diagnosis.

These users were targeted with relevant display ads across desktop and mobile.

Results (Details on page 2)



#1 Performing Partner

25% Higher Audience Quality at 59% Lower Cost¹

¹E66.9; Obesity, Unspecified

Results



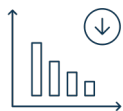
#1

Performing Partner

Patient Modeled Audiences outperformed 11 other solutions due to extraordinary efficacy and efficiency



25% Higher Audience Quality vs. Partner Average



59% Lower CPMT² vs. Partner Average



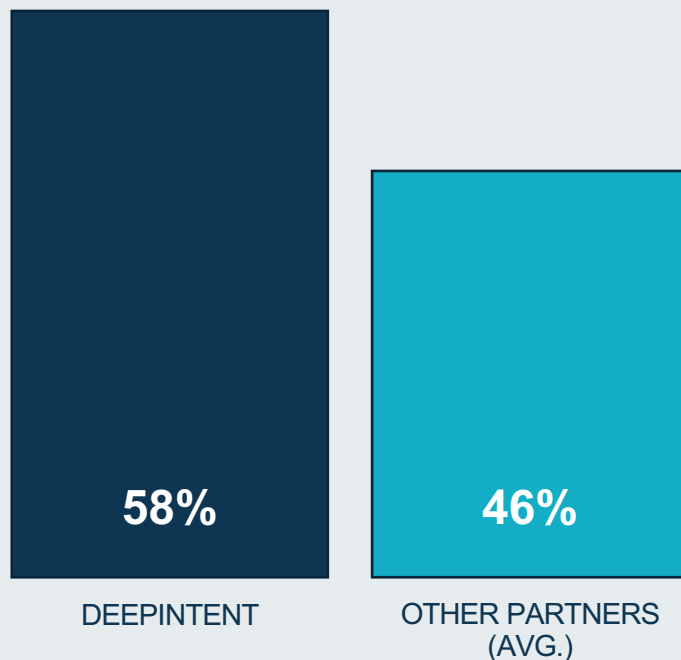
\$100K

11.5x Increase vs. Test Budget

Incremental budget awarded to:

- + Extend +30 days
- + Add video
- + Increase media weight

Audience Quality (AQ%¹)



¹Audience Quality: percent of ads delivered to individuals with a relevant diagnosis, as determined by ICD-10 code
²CPMT: cost-per-thousand treated