

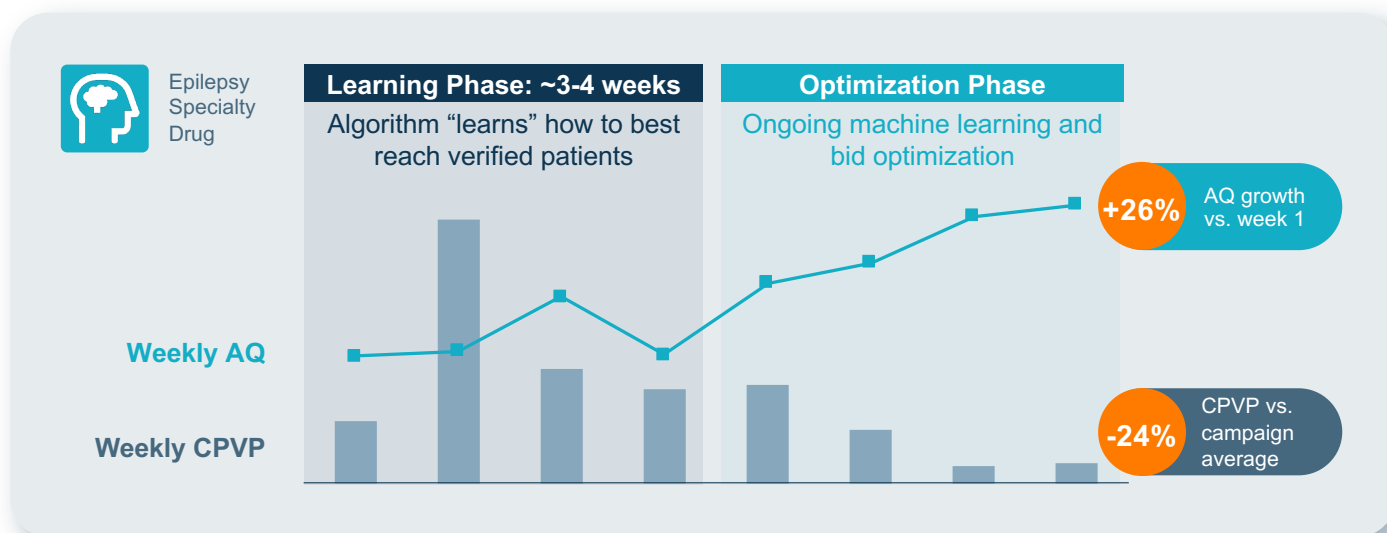
CASE STUDY SNAPSHOT

DeepIntent Outcomes™ Audience Quality Algorithm Proven to Accelerate Live Campaign Performance

Our adaptive, AI-powered machine learning algorithms automate real-time decisioning and optimization to accelerate performance while reducing cost

AUDIENCE QUALITY ALGORITHM

Maximizes verified patient reach to grow Audience Quality (AQ)
at the lowest possible cost-per-verified patient (CPVP)

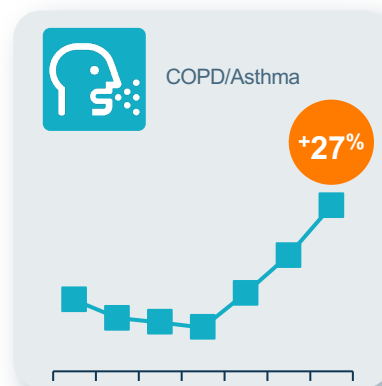
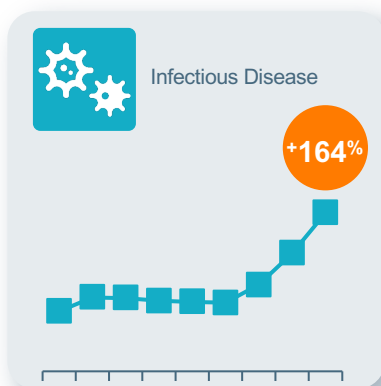


“Being able to measure and auto-optimize live campaigns toward verified patient reach and script performance is completely game changing.”

CHANNEL DIRECTOR, LEADING HEALTHCARE MEDIA AGENCY

AUDIENCE QUALITY (AQ) GROWTH

% CHANGE: FIRST vs. LAST CAMPAIGN WEEK



Weekly Audience Quality

deepintent+