

CASE STUDY

Campaign ROI Grows With Machine Learning Bidding Algorithm



Challenge

A leading biotechnology company wanted to raise awareness of a drug among patients diagnosed with relapsing forms of multiple sclerosis.

The company sought a solution that could increase scale and reach among the target patient population while reducing overall acquisition costs.

Strategy

Maximize Reach and Minimize Cost with Automatic Media Cost Optimizer (AMCO) Bidding Algorithm

- + **Plan:** Precise Patient Modeled Audience segments were created based on campaign-specific clinical codes
- + **Activate:** The campaign was activated via DeepIntent's DSP. DeepIntent's machine learning bidding algorithm, AMCO, optimized bids to maximize cost avoidance, while maintaining delivery, performance, and brand safety
- + **Measure and Optimize:** AMCO auto-optimized media in-flight, throughout the campaign

Results

AMCO drove increased reach while maintaining win rates, and enabled reinvestment to maintain consistent monthly spend.



+62% reach



-33% cost

“DeepIntent’s machine learning bidding algorithm drove efficiencies across the board. We were able to reinvest 40% of the budget back into the campaign, further increasing reach and enabling consistent spend month-over-month.”

DEMI MORGANSTEIN, PROGRAMMATIC MANAGER,
LEADING HEALTHCARE AGENCY