

Case Study

DeepIntent Coordinates HCP and Patient Marketing to Drive 25% Higher TRx and NRx for Leading Pharma Company



Challenge

DeepIntent® sought to prove that integrating healthcare provider (HCP) and patient (direct-to-consumer) digital campaigns results in a significant and positive impact on script writing behaviors.

Strategy

- ✦ DeepIntent conducted a case-match control study in partnership with a leading healthcare media agency and its largest pharmaceutical client.
- ✦ The study leveraged DeepIntent Outcomes™ to coordinate HCP and patient campaigns and measure the combined effect of HCP and patient marketing on total scripts and new prescriptions filled.

¹ data collected from case-match control study of a beta program running HCP and Patient digital advertising; integrated exposures vs. control group
² 3rd party measurement platforms, based on AQ and CPDUV YTD total segment performance vs. benchmark

Results

Integrated Performance



25% higher TRx and NRx prescribing rate¹

Precise, High-Performing Audiences



3x more targeted to patient audience with 5x more cost-effective reach²



Highest HCP target list reach, lowest CPDUV²

Prescribing Rate

