

Case Study

DeepIntent Outcomes™ Delivers Strategic Insight and Benchmarks Based on Timely Script Performance, Previously Unattainable with Industry Solutions



Challenge

A leading biotechnology company faced pressure from a branded competitor.

It needed to spur new patient starts by driving efficient volume and share among high-priority HCP audiences, while also quickly identifying and investing underserved HCP audiences.

The company's media buying agency sought a healthcare marketing solution nimble enough to synthesize multi-channel campaign performance into the actionable insights and benchmarks needed for near-term strategic and tactical planning.

Strategy

DeepIntent® executed a controlled campaign and used DeepIntent Outcomes™ to **analyze script performance to derive benchmarks and strategic recommendations** for campaign planning, activation, and performance measurement.

Results (Detailed results on page 2)



Unprecedented speed to actionable insight

For the first time, the brand and agency can use actionable, timely script metrics to inform media strategy and spending across audiences, channels and tactics.

Key outputs include:

- ❖ Value-based audience planning based on script performance
- ❖ Benchmarks based on TRx, NRx, NBRx
- ❖ Channel mix insights based on cost-per-outcome



Results



Value-based audience planning

- ❖ Ability to segment HCPs based on recent script performance, and cater media spend accordingly



Meaningful benchmarks

- ❖ Benchmarks based on script performance (TRx, NRx, NBRx)
- ❖ By media channel and audience tier



Channel mix opportunity

- ❖ Cost-per-outcome measurement across display, online video, and connected TV
- ❖ CTV identified as an effective and efficient way to reach high-value HCPs

“Real-time clinical data is notoriously hard to come by because of lags in third-party measurement. This can make it challenging to act quickly; what could have been an actionable insight becomes a nice-to-know. DeepIntent Outcomes is an innovative solution that makes it possible to optimize campaigns more efficiently and effectively while helping us understand HCP and/or Patient behaviors in a more holistic way.”

Meg Barnett

VP, Data & Digital Strategy

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