



DeepIntent's DSP Delivers 9x ROI by Driving New Patient Starts for Rare Disease Drug



CHALLENGE

Increase new patient starts for a prophylactic therapy drug that treats HAE (Hereditary Angioedema) by raising awareness of the drug among clinically-relevant HCPs who diagnose and/or treat this rare disease.



STRATEGY

Identify and engage high-value HCPs with DeepIntent's specialized DSP

- + **Plan:** create precise, campaign-specific HCP audiences using the brand's NPI list and relevant ICD-10 codes¹
- + **Activate:** target providers within premium, curated inventory with relevant display ads, across desktop and mobile devices
- + **Measure and Optimize:** optimized in-flight to maximize engagement while minimizing media costs



9x

ROI DRIVEN BY NEW PATIENT
STARTS ATTRIBUTED TO
THE CAMPAIGN



78%

ABOVE GOAL, PEAK CTR



98%

NPI MATCH RATE