

CASE STUDY

Using Third-Party Behavior Data to Identify HCPs in Real Time Based on Content Engagement



Challenge

Looking to go beyond their existing specialty target list, a leading pharmaceutical brand needed to identify HCPs who were engaging with specific content across a third-party data provider's 2,300 publisher sites in real time.

Solution

DeepIntent automated the real-time triggers to extend messaging programmatically to reach HCPs when we see them engage with specific content.

Built DeepIntent Orchestrate™ custom integration based on the client's and data provider's requirements:

- + Pulling weekly NPIs from data provider's proprietary product to identify and reach HCPs based on content they engage with surrounding the disease state
- + Pushing PLD back to the agency