



PATIENT MODELED AUDIENCES



Patent-pending technology



PM360 Innovation Award -**Most Innovative Products** 

# Precision, Privacy, and Proven Performance

Reach highly-qualified patient audiences with speed and precision, in a privacy-safe way. DeepIntent's Patient Modeled Audiences is our patent-pending, HIPAA-certified custom modeling solution proven to increase audience quality up to 30%\*.

# **Benefits**



#### **Precision**

Unique models based on campaign-specific medical and/or pharmacy claims codes



### **Addressability**

Send audiences directly to DeepIntent's Healthcare DSP for immediate, streamlined activation



#### **Transparency**

Full visibility into model inputs, propensity scores, and audience selection process



#### **Privacy**

Automated, third-party, HIPAA certification for every audience model

#### Data

Create custom, precise patient models based on the industry's most comprehensive real-world clinical datasets.







8B+ pharmacy claims per year



drugs and prescribing behaviors



medical encounters per year



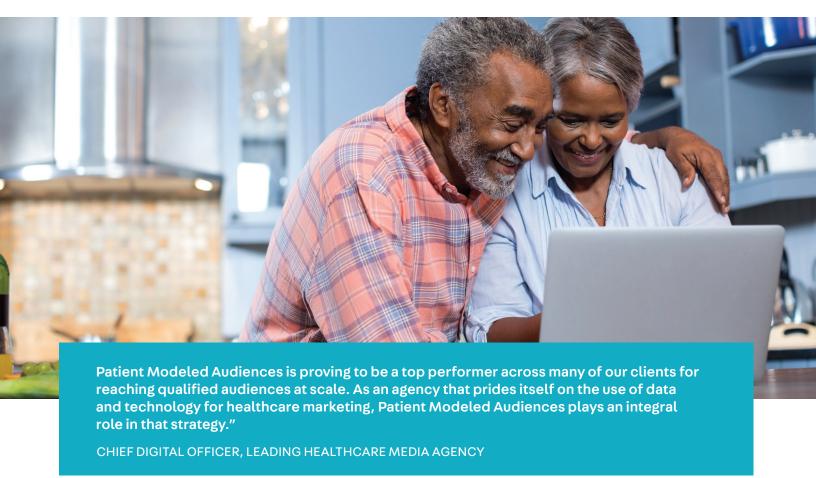
consumer attributes



<sup>\*</sup>as demonstrated in a 60-day client case study, available on our website

## **Patient Modeled Audiences Case Study Snapshot**

# Consistently the Top Performing Partner Due to Extraordinary Efficacy and Efficiency





#### Weight Management

Highest Audience Quality
25% higher vs. 12-partner average

**Low Cost** 

59% lower CPM vs. partner average



#### **COPD**

#### **Highest Prevalence Rate**

100% higher vs. partner average, and 2x vs. goal

#### Strategic Excellence

Only partner able to create two distinct and actionable models

M1: Newly diagnosed | M2: Currently being treated



#### **Dry Eyes**

## **Highest Audience Quality**

**30% higher** audience quality vs. 18-partner average

#### **Superior Engagement**

40% monthly increase in conversions



#### Mental Health

Most Qualified Audience Delivered **50% more** qualified impressions vs. industry benchmarks

Exceeded performance of all other partners

