PATIENT ATTRIBUTES

Learn More About Your Audience in Real Time With DeepIntent Outcomes™

- DeepIntent Outcomes allows clients to fully understand patient profiles based on script performance to improve their overall strategy and tactics.

- Daily Rx data refresh provides real-time insights into campaign performance and optimizations.

- Validate or inform patient personas based on actual scripts filled, not projections. No other platform can provide this level of insights tied to daily prescribing and campaign data.

- Utilize these insights beyond programmatic optimizations. Inform new targeting opportunities, linear TV buys, creative messaging, etc.

- These actionable learnings do not come with your standard third-party measurement solutions.

ATTRIBUTE	EXAMPLE
Age	35-44
Location	Texas
Children in Household	3-5 years old
Education	College
Ethnicity	Hispanic
Gender	Female
Generation and Life Stage	Millennials with Children
Heritage	African American
Household Income	$150 - $175K
Marital Status	Married
Occupation	Nursing
OTHER	**EXAMPLE**
Inventory Category	Non-Endemic
Sites	CNN, Weather, Yahoo
Creative Sizes	300x250, 728x90

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