

Improving Audience Quality for CTV Without Compromising Privacy

Case Study

Overview

A commercial pharma leader and their agency were seeking a more sophisticated way to deliver a **CTV campaign** targeting moderate-to-severe ulcerative colitis (UC) patients with an **Audience Quality** exceeding the national benchmark.

1 900,000+ people are affected in the US¹

2 Often starts between ages 15 and 35, but can occur anytime¹

3 About 30% of people in remission experience a recurrence within a year¹

4 Many factors contribute to development, but the direct cause is unknown¹

The Medicx Health Solution

After reviewing other partners, the brand team turned to Medicx Health. Our solution utilized our patented Micro-Neighborhood[®] targeting technology to identify high value, hyperlocal groups where the brand's eligible patients actually reside. Once geo-specificity was defined, customized audience segments were created leveraging the company's vast repository of Medical Diagnosis (Dx) and Pharmacy (Rx) claims. Our unique segments focused on:



Diagnosed with Ulcerative Colitis



Diagnosed with Ulcerative Colitis AND treating with disease-modifying anti-inflammatory drugs

The brand then activated a 12-month CTV campaign using Medicx's exclusive premium inventory partner, Madhive, that included:

- CTV targeted cord cutters and stackers
- Ads ran with popular TV shows/movies, were non-skippable, brand safe and fraud free

Finding Target Patients, At Scale, Cost-Effectively



Medical Claims (Dx)

- CPT Codes
- ICD-10 Codes
- J Codes
- HCPCS Codes



Pharmacy Claims (Rx)

- Rx/NDC Codes
- Insurance Reimbursement



Micro-Neighborhood[®]
Targeting

[1] Source: CrohnsAndColitis.com

The results were clear – Medicx partnered with Madhive delivered measurable improvement in audience quality

#1

Medicx Health targeting had **the best** performance of all partners in both **audience quality** and **cost per diagnosed patient**

2^x

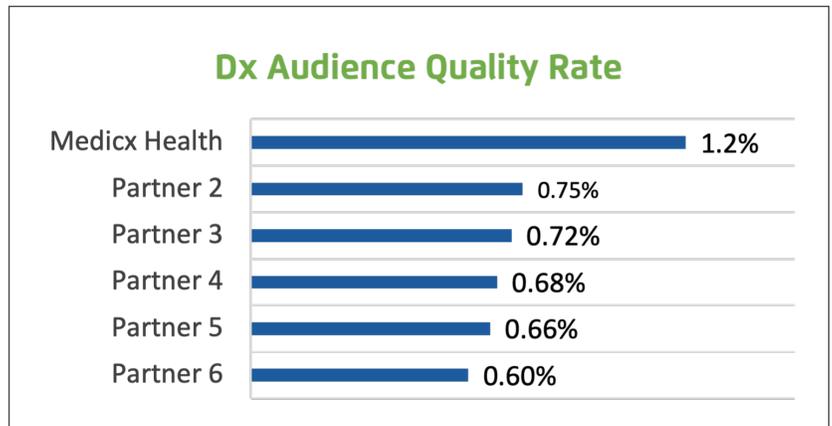
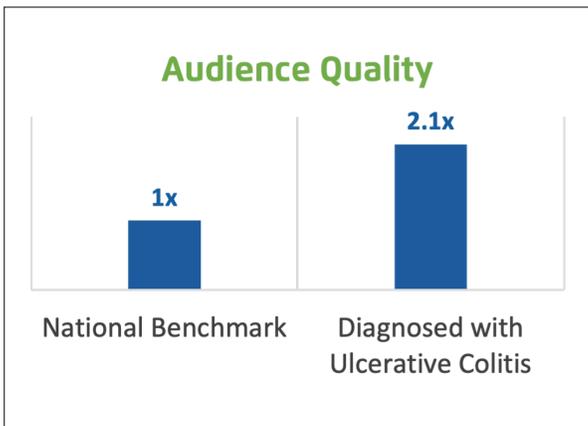
Our Micro-Neighborhood® targeting platform produced **higher audience quality** than the national benchmark

60[%]

Audience quality rate was **significantly higher** than the next performing partner

40[%]

Cost per diagnosed patient was **lower** than the next performing partner



About Medicx Health

Medicx Health leverages real world evidence with innovative SaaS analytics to drive clinical and commercial strategy and execution with measurable ROI for hundreds of life sciences brands. The company's patented Micro-Neighborhood® Targeting technology fuels the industry's highest quality performance for consumer and healthcare provider audiences. Medicx uniquely supports brand and agency clients to plan optimized audience targets, execute efficient omni-channel engagement, as well as measure performance across all channels in a single closed-loop and privacy-compliant environment. Visit medicxhealth.com to learn more.



About Madhive

Madhive is the leading technology company engineered for modern TV advertising. Through its self-service platform, advertisers can seamlessly customize and automate the buying process into one operating system. This allows advertisers to plan, target, activate, and measure their campaigns with greater simplicity, accountability, reach, and control. Powered by an industry-leading bidder and device graph that processes 260 billion available ad opportunities per day, Madhive delivers precise, brand-safe audience connections efficiently at scale. The company is trusted by the leading local content owners, creators and distributors, including FOX, Scripps and TEGNA's Premion, as well as national agencies and brands, powering more than half a billion dollars in media across 12,000+ daily campaigns. To learn more, visit madhive.com.

