



Introducing **Connected TV** for Healthcare



Our Connected TV Marketplace is built exclusively for pharma and healthcare advertisers.

- + **EMPOWERS** advertisers to reach highly-qualified patient and provider audiences
- + **TARGETS** audiences within engaging, premium content
- + **HARNESSES** the control and precision of programmatic

Each Campaign Step is Specialized for Healthcare, from Audience Creation to Measurement

OUR HEALTHCARE DSP ENABLES OMNICHANNEL ACTIVATION AND CROSS-CHANNEL OPTIMIZATIONS, SPANNING CTV, VIDEO, NATIVE, DISPLAY AND ENEWSLETTER



QUALIFIED AUDIENCES

- + Custom, campaign-specific patient and HCP audiences
- + Precise, privacy-safe patient targeting
- + Immediate HCP matching, addressability



PREMIUM INVENTORY

- + Direct access to quality supply
- + Curated, brand-safe, fraud-free content



UNIFIED REPORTING

- + Streamlined measurement and reporting across and within channels
- + Actionable metrics (e.g. NPI/PLD reporting)



Reach audiences within **premium CTV content**.

CTV for Healthcare

Address Your Precise Healthcare Audiences on Connected TV

+ PROVIDER AUDIENCES

Match your target list or create new, custom HCP audiences.

Planner, our patent-pending audience exploration and segmentation tool, matches your NPI list in less than 10 seconds and provides hands-on access 1.6M+ verified HCP profiles. Use medical and pharmacy claims, specialty, and practicing location data to profile physicians and find your most valuable audience.

+ PATIENT MODELED AUDIENCES

Model and target precise, campaign-specific patient audiences in a privacy-safe way. DeepIntent creates campaign-specific models based on ICD-10, NDC, and/or CPT codes. Audiences are sent directly to our healthcare DSP for immediate, streamlined activation. Each step of the way is HIPAA-certified and privacy-safe.

+ JOURNEY

Engage individuals who have demonstrated interest in relevant conditions, drugs, or topics. Reach providers, patients, and influencers based on their timely interest with campaign-relevant topics and content across 200K+ publisher and partner sites.



Privacy-Safe + Brand-Safe + Fraud-Free



PRIVATE MARKETPLACE

Premium supply that is both curated and pre-vetted.



WHITELIST

Rigorous and robust inventory management.



3RD PARTY MONITORING & VERIFICATION

Fraud detection and mitigation