

3 Reasons You Need DeepIntent® This RFP Season

deepintent⁺



Winner of a 2020 Digiday
Technology Award: Best Buy-Side
Programmatic Platform

Built Purposefully for the Unique Needs of Healthcare Marketers Like You

The DeepIntent Healthcare DSP is proven to increase script lift by up to 35%*. Ours is the first and only platform to uniquely combine real-world clinical data, premium media partnerships, and custom integrations to reach patients and providers across every channel and device.

*as proven in beta



Always innovating, DeepIntent is already thinking ahead
to next year. Let's plan it together.



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1 Plan With Comprehensive Real-World Clinical Data

Healthcare marketers often have to rely on NPI lists and third-party segments, which limits reach and efficiency. The DeepIntent platform is integrated with **the most comprehensive real-world clinical data**, empowering you to plan and build qualified, campaign-specific segments to connect with **1.6M+ verified and opted-in HCPs** and **300M+ patients**, all in a HIPAA-compliant way.



280+ categories based on ICD-10 codes



21K+ procedures and services



80K+ drugs

2 Activate Seamlessly Across Curated Premium Inventory

Healthcare marketers often experience data loss, planning campaigns in one platform and activating them in another. DeepIntent's unified platform enables you to **activate campaigns immediately across every channel and device** within curated, premium, brand-safe inventory from thousands of endemic and non-endemic media partners.



VIDEO



CTV



eNEWSLETTER



DISPLAY



TV



AUDIO

(Q4)

3 Measure and Optimize Toward Business Outcomes in Real Time

Healthcare marketers often struggle to go beyond clicks and impressions, and optimize their campaigns toward the metrics that matter. DeepIntent's is the **first DSP proven to drive higher script performance through the use of real-world clinical data**, automatically optimizing live campaigns daily – not months after they end.



**Looking to plan your 2022? We'd love to help.
Reach out today or visit [DeepIntent.com](https://deepintent.com)**

