

How DeepIntent[®] Continues to Innovate for You

We will continue to measurably improve patient outcomes because our solutions play an important role in delivering health information to both HCPs and patients.

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DEEPINTENT OUTCOMES[™]

DeepIntent is the only demand side platform (DSP) able to optimize advertising campaigns to increase audience quality and script lift using real-world clinical data.

- + Links real-world clinical data with impression data
- + Automatically adjusts creative, audience, frequency, inventory, geography, and more to serve ads
- + Patented technology proven to drive up to 35%* higher script lift

**as proven in beta*

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DEEPINTENT ORCHESTRATE[™]

Dynamically update HCP target lists with seamless platform integrations.

- + Integrates with Next Best Action/Engagement systems, CRM platforms, and real-time data
- + Coordinates HCP digital campaigns across channels
- + Provides personalized messaging to the right HCP based on engagement

3

ZERO-FEE TRADING

Seamlessly negotiate and activate publisher deals directly within the DeepIntent Healthcare DSP.

- + No platform fee charged for direct publishers such as Haymarket and Drugs.com
- + Consistent PLD reporting across programmatic buys and direct deals
- + Improve efficiencies by leveraging one healthcare platform for planning, activation, and measurement, including DeepIntent Outcomes

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ELIGIBILITY DATA

Maximize exposure among HCPs prior to a clinically-relevant patient visit.

- + Identify and reach NPIs who are scheduled to see patients based on specific ICD-10 codes
- + Create awareness and stay top-of-mind during that crucial time leading up to a visit

COMING THIS FALL

5

DEEPIINTENT AUDIENCE MARKETPLACE

Access audience segments curated from top endemic publishers and data providers in the industry's first healthcare data marketplace.

- + Immediately activate off-the-shelf and custom segments
- + Zero audience deprecation as no third-party onboarding is needed
- + Daily PLD reporting for Audience Marketplace segments

6

AUDIO INVENTORY

DeepIntent will launch audio with premium inventory from Spotify, Pandora/SiriusXM, SoundCloud, TuneIn, and iHeartMedia's Triton Digital.

- + Seamlessly purchase digital audio inventory alongside display, mobile, video, CTV, and native
- + Expanded targeting with access to additional, relevant audiences, and increased reach

7

PATIENT PLANNER

DeepIntent will launch Patient Planner, which will enable healthcare marketers to create custom Patient Modeled Audiences based on relevant medical and pharmacy codes.

- + Ability to showcase the number of unique patients to model against
- + Automatically exports models to DeepIntent's Healthcare DSP once available

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