

## Features and Benefits

### AMCO (Automatic Media Optimizer) Algorithm

#### FEATURES

Machine learning algorithm that continuously searches for the more affordable bid for every impression, while still delivering and reaching campaign goals

#### BENEFITS

- + Easily enable AMCO across campaigns
- + Maximize savings and optimize spending by bidding only what is necessary, and no more, to deliver media
- + Leverage spend reporting to understand the value of AMCO and identify opportunities to optimize on savings across multiple or future campaigns

### Bid Rejection Optimization

#### FEATURES

The overall rejection rate of the entire campaign group and campaign is referred to as the "Total Bids Rejected" - this is a good indicator of the overall delivery health

The percentage displayed represents the bid requests that have been rejected either as a result of the targeting filters applied, or because they were outbid by another bidder

#### BENEFITS

- + Drive better delivery and scale
- + Efficiently evaluate and diagnose bid rejection reasons and rates, and make the necessary adjustments to the campaign group and campaign targeting criteria
- + Leverage Bid Rejection Reporting for a full breakdown of all the bid rejection reasons impacting the campaign groups and campaigns

### Optimization Strategies (CPCV, VCR, CPC, CPA)

#### FEATURES

##### Cost Per Completed View (CPCV):

Optimize toward completed video views, only paying for the ads that have been watched to completion, or a specified milestone

##### Video Completion Rate (VCR):

Optimize toward a higher video completion rate benchmark

##### Cost-Per-Click (CPC):

Optimize toward a cost-per-click target based on the desired ROI

##### Cost-Per-Action (CPA):

Optimize toward a desired conversion action taken on an ad placement

#### BENEFITS

- + Track performance and health of the campaign group(s)/campaign(s)
- + Measure the success of the campaign group(s)/campaign(s) against various optimization strategies
- + Leverage insights to adjust campaign set up to ensure optimization of outcomes toward campaign goals

## Unique Reach Algorithm

### FEATURES

Operates by adjusting bid prices based on whether users are new or have been served impressions in the past

Reoccurring on a monthly basis

### BENEFITS

- + Optimize bidding to increase reach among unique users
- + Increase likelihood of engaging other valuable HCPs or patients

## Cross-Device Targeting and Optimization

### FEATURES

DeepIntent's identity graph connects users that we can identify, reach, and report on across any device

For HCPs specifically, our identity graph allows us to resolve back to NPI so that we can plan, activate, and measure reach and scale

### BENEFITS

- + Set up campaigns that align with users' online behavior
- + Target device make and model, OS, ISPs, browser, browser language, and company
- + Understand which ads are shown on each device to your target HCPs or patients to accurately attribute and optimize ad spend toward reach and engagement

## Pacing Dashboard

### FEATURES

Quickly understand the pacing health of live campaign group(s)

Easily pinpoint underperforming campaign group(s) and adjust without any delay

Displays cross-advertiser for an entire organization at a time, and allows you to filter by advertiser, account manager, campaign manager, and projected delivery

### BENEFITS

- + Brings pacing reporting for all campaign group(s) to a single location, eliminating the need to export
- + Provides a projected delivery metric (0-100%) that quickly shows how much budget is projected to delivery and what needs to be adjusted to reach 100%
- + Efficiently find the data necessary by filtering to only campaign group(s) and/or only things that are under-delivering

## Bid Factors

### FEATURES

Bid factors can be set across multiple dimensions as such:

- + **Time:** Day of Week, Hour of Day
- + **Device:** Device Type, Operation System, Manufacturer, Browser, Language, Internet Service Provider, and Company
- + **Inventory:** Inventory ID, Inventory Type, and Exchange Name
- + **Location:** Country, Region, DMA, and ZIP Code
- + **Creative:** Creative Name, Creative Format, Creative Position, and Ad Size

### BENEFITS

- + Easily identify the bid factors that are performing the best
- + Optimize scale by executing on multiple bidding tactics in one campaign
- + Allocate budgets more effectively by gaining insights into the bidding tactics that are driving better performance