

# New Platform Enhancements

At DeepIntent, our goal is to become the go-to destination for pharma CTV campaign execution. With the release of the following three features, you can feel confident about planning, activating, measuring, and optimizing your CTV campaigns more effectively and efficiently.

## 1. PMP TROUBLESHOOTING AND DEAL STATUS

- ✦ Gain access to deal details all in one place, inclusive of deal spend, status, delivery, last date of activity, and much more
- ✦ Use deal-based bid rejection reporting for better troubleshooting of delivery
- ✦ Identify whether deals have received bids from SSPs from the last day

Campaign Name	Bid Rejection	Total Bid Spend	Gross Media Spend	Net Media Spend	Last Date of Activity
Campaign_00001110	2.00%	\$1,120.00	\$7,000.00	\$7,000.00	2023-07-20
Campaign_00001111	0.00%	\$2,000.00	\$8,000.00	\$8,000.00	2023-07-21
Campaign_00001112	0.00%	\$3,000.00	\$9,000.00	\$9,000.00	2023-07-22
Campaign_00001113	0.00%	\$4,000.00	\$10,000.00	\$10,000.00	2023-07-23
Campaign_00001114	0.00%	\$5,000.00	\$11,000.00	\$11,000.00	2023-07-24
Campaign_00001115	0.00%	\$6,000.00	\$12,000.00	\$12,000.00	2023-07-25
Campaign_00001116	0.00%	\$7,000.00	\$13,000.00	\$13,000.00	2023-07-26
Campaign_00001117	0.00%	\$8,000.00	\$14,000.00	\$14,000.00	2023-07-27
Campaign_00001118	0.00%	\$9,000.00	\$15,000.00	\$15,000.00	2023-07-28
Campaign_00001119	0.00%	\$10,000.00	\$16,000.00	\$16,000.00	2023-07-29

## 2. PROGRAMMATIC GUARANTEED UI

- ✦ Full control of configuring, launching, and managing programmatic guaranteed-enabled orders, campaigns/campaign groups, and deals/deal groups directly in our healthcare DSP
- ✦ Manage the necessary targeting parameters only to ensure the successful launch and performance of your programmatic guarantee-enabled campaigns

**General**

Campaign Name:

Bid Status:  Off  On

Campaign Type:  Programmatic Guaranteed  Standard

Campaign Dates:  -

Order Type:

Buttons:

## 3. BULK EDIT AUDIENCES

- ✦ Make changes to which audiences are targeted in your campaigns with fewer clicks
- ✦ Replace segments across campaigns, see the current targeted segments on your campaigns prior to making any changes, and notice what your new audience targeting setup will look like

**Bulk Edit - Audience**

Search:

Target:  All  Selected

Segment 1  
 Segment 2  
 Segment 3  
 Segment 4  
 Segment 5

Buttons: