

# INNOVATING WITH INTENT

## A PHARMA-FOCUSED CTV FORUM

Innovating with Intent was the first event focused entirely on pharma CTV advertising. DeepIntent brought industry leaders together to discuss the pharma industry's CTV opportunity and how CTV can be used as a complement to linear TV to engage healthcare provider (HCP) and patient audiences more effectively.

### TOP THREE TAKEAWAYS

#### CTV advertising is like linear advertising, only better.

- + The digital nature of CTV enables programmatic execution, so advertisers can reach HCP and patient audiences more effectively and efficiently.
- + CTV has revolutionized the way TV is measured and optimized, enabling real-time reporting and optimization toward audience quality and script performance.

**“You can track CTV as you can with digital and video, versus waiting six months for the results to come in with linear.”**

**- Adam Thomas, VP of Addressable Strategy, Matterkind**

#### Healthcare marketers are looking for reassurance about making the switch to CTV.

- + Marketers are looking for trust on the buy side as well as assurance that their ads are running in quality environments.
- + Working with privacy-safe partners is paramount, though we predict more standardization around privacy, identity, and data in the next few years.

**“Reach and frequency, and more sophisticated brand safety within video, will help break down the wall between linear and digital.”**

**- Chris Langel, GVP and General Manager of Global Management, Oracle**

#### Productization of CTV viewership data helps connect CTV and linear TV.

- + Looking at incremental reach helps marketers understand the fragmentation between linear TV and CTV.
- + Automated content recognition (ACR) technology gives marketers a better sense of viewer behavior, helping fill some of the gaps in campaign measurement.

**“It’s about measuring as much of the campaign as we can so we can have the most holistic view. ACR data is fantastic in terms of helping us understand that.”**

**- Jason Patterson, SVP, Business Intelligence, Publicis Health Media**

**“ CTV is the new brand battlefield. It’s a war that will be fought with technology and data. The pharma brands who seize the opportunity to lean in, test and learn, and build relationships with innovative partners will be the best positioned to outcompete and outperform their competition.”**

**CHRIS PAQUETTE  
FOUNDER AND CEO, DEEPIENT**

Learn more about how we're leading pharma forward with CTV [here](#)

deepintent<sup>+</sup>