

# Connected TV With DeepIntent

Powered by ACR data and DeepIntent Outcomes™

DeepIntent is the only DSP with **LG ACR direct data integration** and **real-time optimization towards audience quality and script performance**, specifically for healthcare marketers.



Leverage custom, clinically-relevant audiences across all digital formats (desktop, mobile, and connected TV) with four key strategies:

## REACH EXTENSION

Drive incremental reach to unexposed linear TV HHs; suppress exposed households



EXPOSED



UNEXPOSED

## FREQUENCY EXTENSION

Expand linear TV exposure to Desktop, Tablet, Mobile and CTV



## COMPETITIVE CONQUESTING

Target HHs exposed to competitive TV ads



COMPETITOR

YOUR BRAND

## BUILD YOUR OWN BROADCAST

Target clinically-relevant HHs that were exposed to specific shows, categories, content and/or networks



EXPOSED

YOUR BRAND

[CLICK HERE](#) to schedule a demo and learn more about how ACR data and DeepIntent Outcomes can improve your campaign strategy today.

deepintent+