

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 UPFRONT

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+