

## AUDIENCE DIRECT: VERTICAL ALIGNMENT

# PHARMA & HEALTH

Maximize your media impact by connecting directly with HCPs and patients seeking health solutions through targeted audience curation across premium omnichannel inventory.

Leverage Cadent's curated pharma & health Audience Direct package finding the highest concentration of audiences across 125M+ households with proprietary viewership insights to drive optimal business outcomes.

Ensure your ad spend reaches the most valuable segments by securing delivery to healthcare professionals, patients, pharmacy retailers, caregivers and more across premium publishers seamlessly integrated with Aperture Platform. Powered by the Aperture Viewer Graph, this Audience Direct package ensures efficient campaign scaling, precise targeting, and impactful delivery across relevant content.

### AUDIENCE DATA

Perscription/HCP Data	Insurance Data	Pharma Retailer	Example Partners
<ul style="list-style-type: none"> <li>Diagnosis, ailment, and/or health condition</li> <li>Medications used for treatment</li> <li>Healthcare professional by specialty</li> </ul>	<ul style="list-style-type: none"> <li>Insurance type</li> <li>Non-insured consumers</li> <li>Health insurance researchers</li> <li>Likely to purchase insurance based on search intent data</li> </ul>	<ul style="list-style-type: none"> <li>Location data; pharmacies or retailers that distribute perscriptions</li> <li>Predicted audiences who visit specific pharmacies in the next 30 days</li> </ul>	

CONTENT CATEGORIES	Health			
	<ul style="list-style-type: none"> <li>Nutrition</li> <li>Mental Health</li> </ul>	<ul style="list-style-type: none"> <li>Fitness</li> <li>Weight Loss</li> <li>Health News</li> </ul>	<ul style="list-style-type: none"> <li>Public Health</li> <li>Pediatrics</li> <li>Biotech</li> </ul>	<ul style="list-style-type: none"> <li>Women's Health</li> <li>Food &amp; Drink</li> <li>Sports</li> </ul>

### FLEXIBLE ACTIVATION

Linear TV, CTV, Display, OLV, Direct IO, Programmatic, Private Marketplace

### PROVEN RESULTS

**Objective:** Drive consumer perscription fillings at the retailer's store locations.

**Solution:** Launched an omnichannel campaign targeting audiences likely diagnosed with ailment "X" from their physician.

<b>90%+</b> lift in new ailment-specific customers	<b>8,000</b> incremental new scripts	<b>15%+</b> lift in net new pharmacy customers
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### BENEFITS OF AUDIENCE DIRECT

- Optimized Costs:** Reduce planning-to-activation steps to boost SPO and optimize spend with bundled data and inventory
- Proprietary Tech:** Leverage Aperture Viewer Graph to target high-intent audiences and real-time viewing for supply curation
- Quality:** Reach verified audiences and filter fraud with Aperture Viewer Graph across omnichannel supply
- Enhanced Reach:** Layer additional custom data onto your pharma & health package to extend reach and deduplicated delivery
- Control:** Target audiences and environments without compromising scale with a single campaign package or deal ID