

# ANATOMY OF A PROGRAMMATIC HEALTH CAMPAIGN

## STRATEGY

Answers the who, when, how, why and so what of the campaign

### TARGETING

- ❑ Campaign Objectives
- ❑ Target Consumer – Disease, Segment, Formulary
- ❑ Target HCP – Specialty, Profession, Practice Setting, NPI#
- ❑ Stage in Customer Journey

## CAMPAIGN PLANNING

Establishes the most suitable media platforms and specifications

- ❑ Campaign Specifications
- ❑ Endemic vs Non-Endemic Publishers
- ❑ Page-Level Contextual Targets
- ❑ Platform / Device Determination
- ❑ Targeting / Retargeting Specs
- ❑ Channels and Channel Mix

## PROGRAMMATIC BUYING

Manages the initial purchase and ongoing modifications

- ❑ Health Targeting Attributes
- ❑ RTB vs PMP Ad Ops

## REAL-WORLD ANALYTICS

Ensures that the right real-world measures are being delivered

- ❑ Third-Party Partnerships
- ❑ Real-World Results
- ❑ Attribution Studies
- ❑ Campaign ROI
- ❑ Strategy Modification

### EXECUTION

- ❑ Evolution of Creative
- ❑ Health Data Requirements
- ❑ Reach Requirements
- ❑ Real-World Outcomes

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- ❑ Creative Spec Verification
- ❑ Health Data Integration
- ❑ Campaign Execution
- ❑ Campaign Management
- ❑ Campaign Optimization
- ❑ Media Metrics Reporting

### BRAND SAFETY

- ❑ Brand Affiliation Sensitivities
- ❑ Customer Sensitivities
- ❑ Regulatory Issues

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- ❑ Brand Safety Reporting