

A healthcare professional, likely a nurse or doctor, is shown from the chest up, smiling warmly while looking at a laptop screen. They are wearing glasses and a white medical uniform with a stethoscope around their neck. The entire image is overlaid with a semi-transparent red filter. The text 'CAPABILITIES OVERVIEW' is positioned in the middle-right area of the image.

CAPABILITIES OVERVIEW

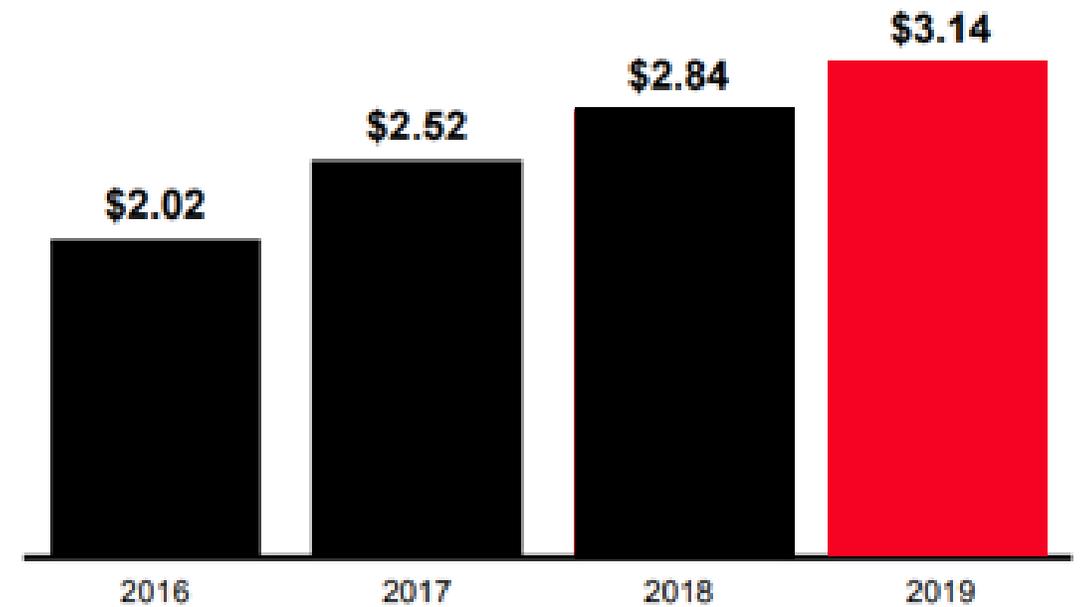
 adfirehealth

Introduction

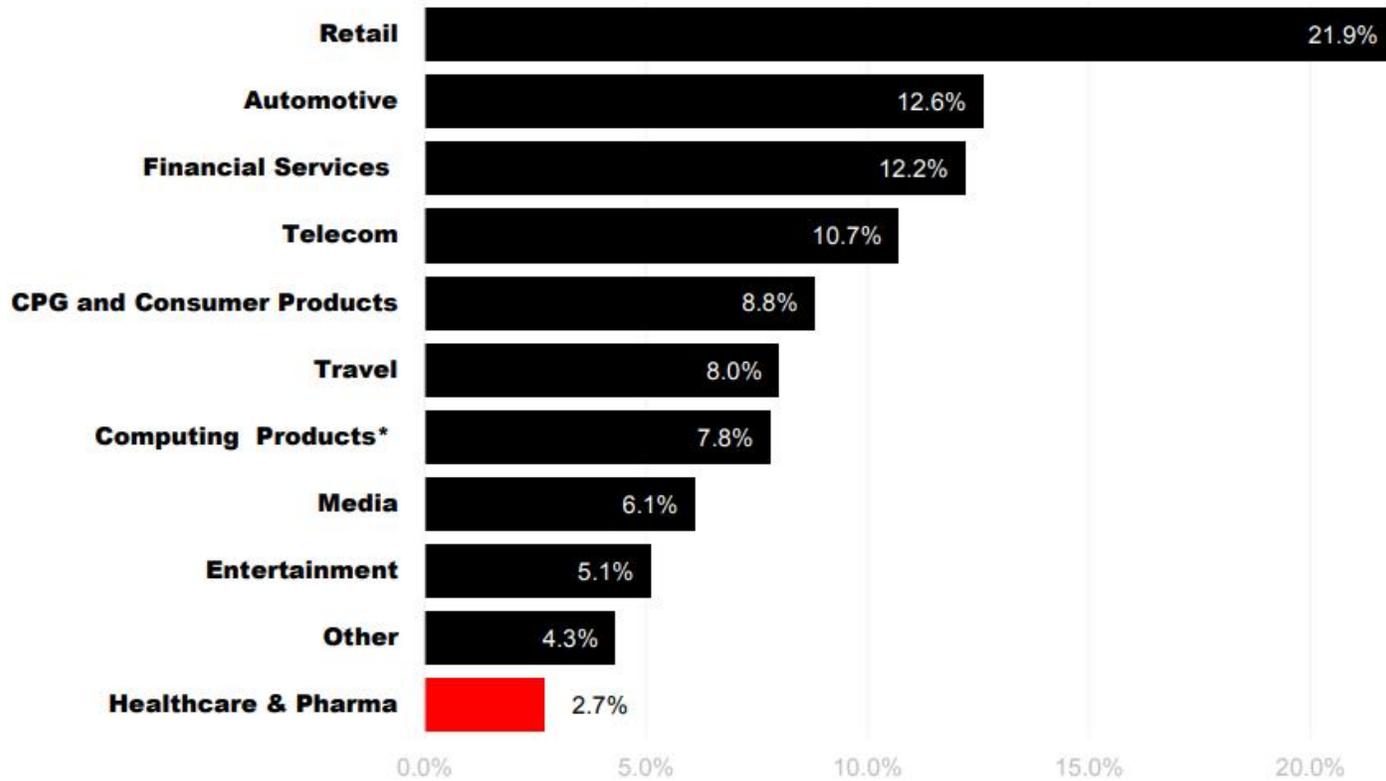
Healthcare marketing has evolved at an unprecedented rate. Healthcare professionals are expecting hyper-targeted, personalized and creative digital advertising experiences. To create those experiences, you need a holistic digital advertising approach that merges accurate and expansive data, cutting edge programmatic technology, creativity and strategy.

Healthcare and pharma spent approximately **\$2.84 billion** on digital advertising in 2018 and are estimated to spend **\$3.14 billion** on in 2019.

[Statistics from emarketer.com](https://www.emarketer.com)



US Healthcare and Pharma Industry Digital Ad Spending (billions)



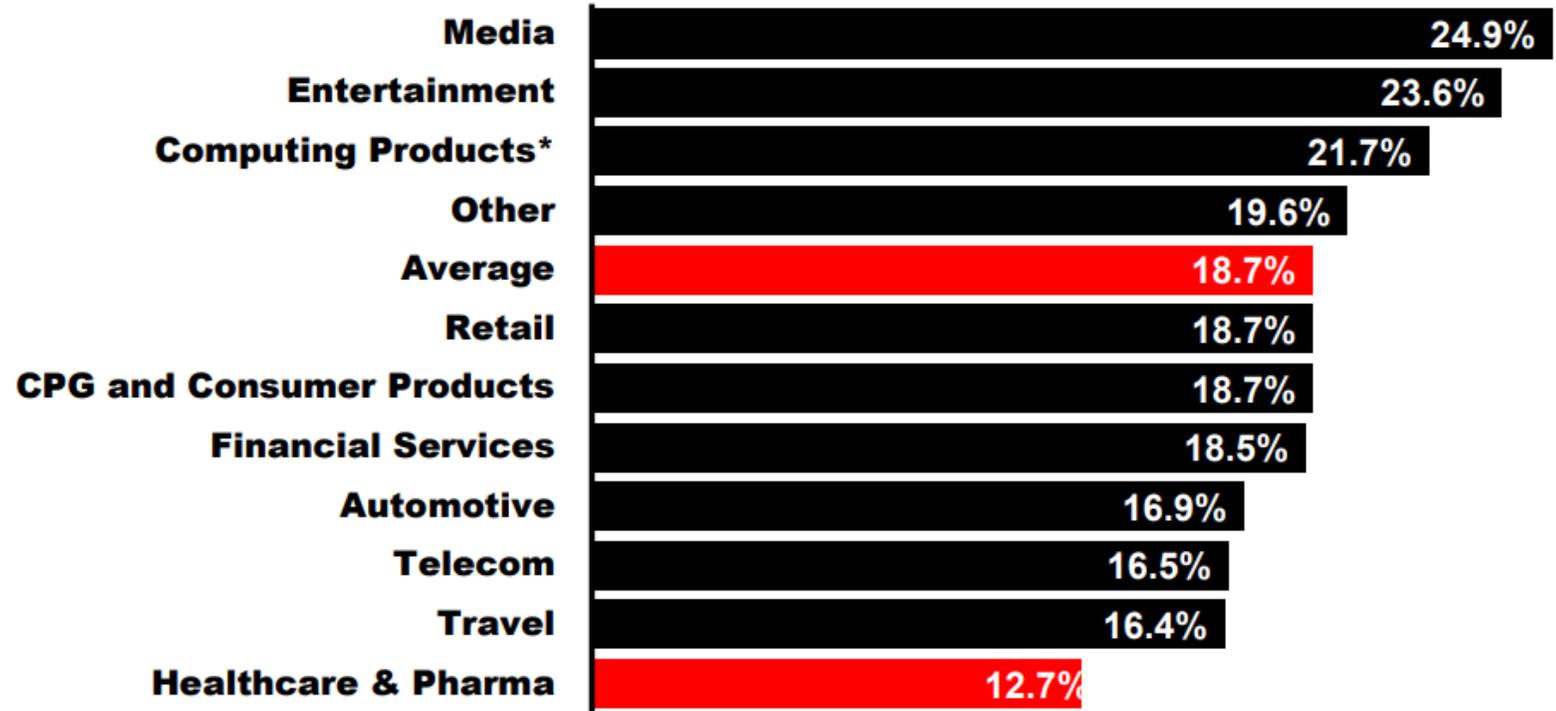
US Digital Ad Spending Share, by Industry, 2018 (% of total)

Yet, their digital advertising spend was **only 2.7%...**

[Statistics from emarketer.com](https://www.emarketer.com)

And their digital ad spend growth in 2018 was lower than average.

[Statistics from emarketer.com](https://www.emarketer.com)



US Digital Ad Spending Growth, by Industry, 2018



It is time for healthcare and
pharma brands to **change** their
digital advertising strategy.

The future of healthcare advertising is here.

Adfire Health has developed a systematic approach to creating digital advertising solutions that work by merging:

- Data
- Programmatic
- Creativity
- Strategy

Data

Customer Objectives

- Reach more healthcare providers
- Find a data provider with superior data
- Make sure data connects people based on their home address, business address, personal email, business email, mobile devices, PCs and more
- Comply with privacy laws

Adfire Health's Solution

- Utilize Adfire Health's proprietary database with over 8 million records
- We clean our data by verifying information with healthcare professionals through over 8,000 daily calls and over 5 million landing pages
- Enhance the match network through our Identity Graph which includes over 128 million persistent identifiers
- Adfire Health is a member of NAI and DAA

Programmatic

Customer Objectives

- Maximize the return on investment
- Find affordable and effective ways to advertise
- Ensure their brand is safe, secure and only appearing on sites that will boost their performance

Adfire Health's Solution

- Optimize campaigns by audience, website, ad format, time of day, frequency and more
- Advertise on diverse channels including lifestyle sites and mobile apps
- Use brand safety platforms such as Double Verify and Integral Ad Science to set pre-bid categories such as suspicious activity and viewability

Creativity

Customer Objectives

- Develop a brand
- Write enticing copy
- Create impactful visuals
- Stay within brand guidelines

Adfire Health's Solution

- State your mission, create a logo and tagline, formulate your voice and build a message
- Create buyer personas that help you speak directly to your target audiences
- Design with a central focal point so viewers notice what you want them to
- Follow brand guidelines and discuss ideas that may enhance the brand

Strategy

Customer Objectives

- Maximize the reach and frequency of healthcare professionals seeing ads
- Increase the number of leads at conferences
- Ensure that banner ads are being seen by a relevant audience
- Find more healthcare professionals that have similar characteristics to existing target lists

Adfire Health's Solution

- Employ 1:1 targeting to advertise directly to healthcare professionals you want to reach
- Utilize geofencing technology to target the exact location of the conference
- Apply contextual targeting to place ads on websites that are relevant to the product or service
- Use look alike modeling of Adfire Health's expansive healthcare professional database

Merging data, programmatic technology, creativity and strategy will...

- Connect your brand with more healthcare professionals and patients;
- Boost click-through, engagement and conversion rates;
- Increase sales; and
- Drive a higher return on ad spend.

Who We Have Helped

Adfire Health works with premium brands that are improving healthcare

KYMRIAH[®]
(tisagenlecleucel) Suspension
for IV infusion

NEW YORK STATE
Department of Health

Advil

AJOVY[™]
(fremanezumab-vfrm)
injection 225 mg/1.5 mL

Nexium[®]
24HR

Latuda[®]
(lurasidone HCl) tablets

SPINRAZA[®]
(nusinersen) injection
12 mg/5 mL

Symproic[®]
(naloxegone) tablets
0.2 mg
GO WITH IT

Genomic Health
LIFE. CHANGING.

PaxVax

GALDERMA
Committed to the future
of dermatology

Abbott

Preparation H
MULTI-SYMPTOM
RELIEF
GINTMENT with 100 mg/25g
• Relieves Itchy, Pain, Swelling & Irritation

BENDEKA
(bendamustine HCl)
injection

HUMIRA[®]
adalimumab

FUJIFILM
Value from Innovation

“Our digital ad campaign with Adfire Health was so successful that we decided to continue selling our prescription for an additional five years when we planned on stopping sales' efforts because a generic version of this prescription was coming on the market.”

~Digital Supervisor

#1 Branded Rx Drug

About Us

Adfire Health's mission is to improve healthcare by connecting good brands with the people who need them.

We utilize our healthcare marketing experience to deliver important messaging about valuable medical products and services to healthcare professionals and patients. Our digital advertising solutions combine the power of data, programmatic technology, creativity and strategy. By placing important information in front of the right people at the right time, **Adfire Health is helping our customers empower possibility.**



Case Studies

Why Data Makes a Difference

A #1 selling over-the-counter (OTC) pain reliever brand reaches high value prescribers and achieves optimal results for an ad campaign



CHALLENGE	SOLUTION	RESULTS
<p>A #1 selling OTC pain reliever brand needed to launch an ad campaign within two days:</p> <ul style="list-style-type: none">• Target healthcare professionals• Maximize the number of impressions• Expectation of high conversion rates, click through rates and engagement levels• Short flight	<p>Adfire Health provided immediate services to create a solution centered around data:</p> <ul style="list-style-type: none">• Segmented data by specialty (PCPs, NPs, Orthopedics, Dentists and OBGYNs)• Leveraged our proprietary database of healthcare professionals• Enhanced match network	<p>The campaign delivered impressive results:</p> <ul style="list-style-type: none">• 6,176,431 impressions• .183% CTR• Fast implementation• Hyper-targeted campaigns built on accurate and clean data• Excellent customer service• Complete transparency into practices• Actionable reporting

The Power of Programmatic

A #1 doctor recommended over-the-counter (OTC) brand finds a trusted partner to create efficient and effective ad campaigns through their use of programmatic technology and data



CHALLENGE	SOLUTION	RESULTS
<p>A #1 doctor recommended OTC brand was struggling with their existing media vendor:</p> <ul style="list-style-type: none">• Low website engagement• Failure to accurately target HCPs• Lack of transparency	<p>Adfire Health created a technically superior, effective and efficient digital advertising solution by:</p> <ul style="list-style-type: none">• Increasing reach and scale• Optimizing campaign performance by analyzing campaign trends• Delivering bonus impressions valued at \$30k	<p>The campaign delivered impressive results:</p> <ul style="list-style-type: none">• Over a 6-month period, increased click through rates from .04% to .4%• Increased scale and reach• Bonus impressions• Excellent customer service• Complete transparency into performance

"I am so happy with your services that I would hug you if you were in this room!"
-Group Supervisor

High Engagement on Non-Endemic Sites

Adfire Health developed a creative digital solution that utilized the power of data, programmatic technology and industry experience



CHALLENGE	SOLUTION	RESULTS
<p>A top tier healthcare marketing agency was struggling their existing digital media vendor:</p> <ul style="list-style-type: none"> • Low website engagement • Inaccurate and infrequent reports • Failure to place a 2 min long video 	<p>Adfire Health provides an immediate strategic solution:</p> <ul style="list-style-type: none"> • Appropriately placed video ads on premium publishers' sites • Provided affordable ad placements on diverse channels • Maximized impression opportunities 	<p>Brand 1</p> <ul style="list-style-type: none"> • 854,700 impressions; .17% CTR; 85% viewability <p>Brand 2</p> <ul style="list-style-type: none"> • 3,000,000 impressions; .16% CTR; 77% viewability <p>Brand 3</p> <ul style="list-style-type: none"> • 675,200 impressions; .18% CTR; 84% viewability

"Adfire Health has been one of our most efficient partners in terms of (website) sessions... We were very excited that the advertisements Adfire displayed on non-endemic sites provided the same levels of site engagement as advertisements displayed on endemic sites."

The Importance of Transparency

A #1 choice over-the-counter (OTC) medication brand finds a transparent partner that delivered superior data



CHALLENGE	SOLUTION	RESULTS
<p>The #1 choice OTC brand wanted to differentiate themselves by marketing to HCPs and sought a partner who would:</p> <ul style="list-style-type: none">• Provide detailed information on HCPS• Explain the use of data and how it would maximize their marketing spend• Openly communicate• Deliver results	<p>Adfire Health delivered optimal results by:</p> <ul style="list-style-type: none">• Providing a transparent and detailed consultation• Segmenting and validating the customer's database of HCPs• Enhancing data• Providing ongoing reporting and consultation	<p>The campaign delivered impressive results:</p> <ul style="list-style-type: none">• 7,234,126 impressions• 0.140% CTR• Complete transparency into practices• Excellent customer service• Efficient advertising strategies• Hyper-targeted campaigns built on accurate and clean data

Contact Us



Lilia Tse



Lilia@AdfireHealth.com



646-671-1805