

# PROGRAMMATIC HEALTH ANTHOLOGY

Everything you need to know about programmatic explained, including helpful definitions, examples, quizzes and more.

**PULSEPOINT**<sup>®</sup>  
— LEADING HEALTH FORWARD

## INTRODUCTION

Programmatic makes advertising simple, but that doesn't make programmatic itself simple. There's plenty of acronyms, technological processes and players involved, and keeping them all straight—not to mention, understanding them in the first place—is a tall task.

Not to fear, because PulsePoint's Programmatic Health Anthology is here for you! In this eBook, you'll find all of the information you need to become a programmatic champion for health marketers. Best of all, it's organized according to all of the common questions about programmatic, helping you quickly and easily find the answers you've been searching for.

/ WELCOME TO

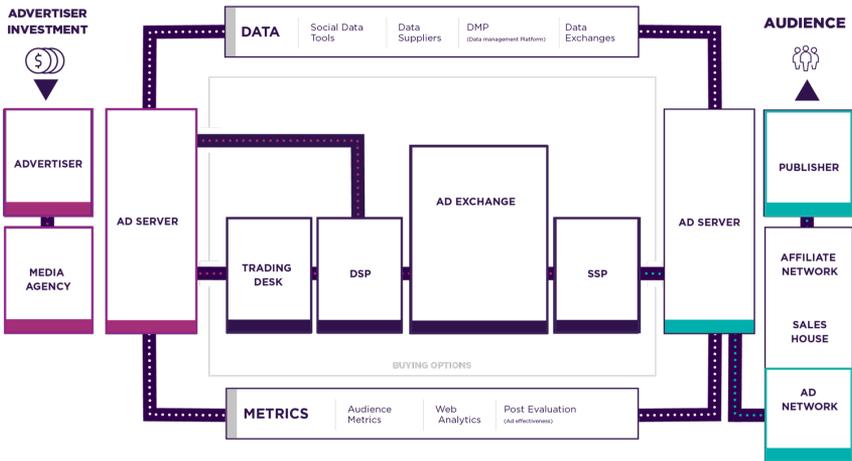
# PROGRAMMATIC 101

An in-depth Look at Programmatic

1. Programmatic Ad Buying
  2. Programmatic Selling
  3. Auction Types
  4. Auction Mechanics
  5. Data Targeting
  6. Five Things Most Health Marketers Get Wrong About Programmatic
  7. Anatomy of a Programmatic Health Campaign Checklist
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# THE PROGRAMMATIC ADVERTISING LANDSCAPE

A 10,000 foot view of all the players and how they work together.



/PART ONE

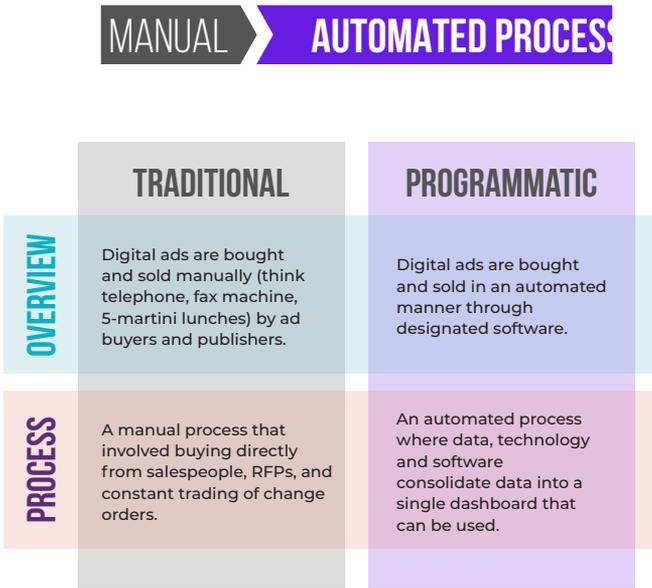
**PROGRAMMATIC**

**AD BUYING**

## WHAT IS PROGRAMMATIC AD BUYING?

Simply put, programmatic is the automation of a process using software, where all of the magic happens through machines

Unlike the traditional media buying process of RFPs, negotiations, and manual insertion orders, programmatic ad buying uses software to facilitate the buying and selling of ads. This whole process happens in just milliseconds and is repeated for every available impression on a web page each time a user accesses a website, accesses a new page or refreshes the page.



## WHY DOES PROGRAMMATIC MATTER FOR HEALTHCARE MARKETERS?

Programmatic technology is advancing marketers' ability to efficiently and effectively make connections with specific individuals, by understanding and actioning their real world digital behaviors.

Finding people who suffer from or treat certain acute conditions isn't easy. Before programmatic, healthcare marketers had to cast a wide net through broad reach media to ensure they reached niche audiences with their message. It was expensive, untargeted and hard to measure.

Digital advertising changed the game by facilitating targeting of key audiences and removing the need for this fire hose approach, and because programmatic helps healthcare marketers understand and action the digital behaviors of their niche audiences specifically, they can connect more directly. This personalization has special meaning for healthcare where the right information in the right hands can literally change someone's life.

### **WHAT TYPE OF MEDIA IS BOUGHT PROGRAMMATICALLY?**

While programmatic trading started with mainly online display ads, today it's possible to trade almost all media formats including mobile, video, TV, OOH.

### **ARE THERE DIFFERENT WAYS TO PROGRAMMATICALLY BUY MEDIA?**

Real-time bidding is one type of programmatic ad buying and refers to the buying and selling of online ad impressions through real-time auctions that occur in the time it takes a webpage to load. Those auctions are often facilitated by ad exchanges or supply-side platforms. You can also buy programmatic media through a private marketplace deal and other auction types. We'll cover more on that in section three, "Programmatic Auction Types".

Often times a healthcare brand will work with an agency to buy media on their behalf. Some major brands like Bayer have even built their own in-house programmatic teams to buy all their media.

## HOW DOES RTB WORK?

As an ad impression loads in a user's Web browser, information about the page it is on and the user viewing it is passed to an ad exchange, which auctions it off to the advertiser willing to pay the highest price for it. The winning bidder's ad is then loaded into the webpage nearly instantly.

1.



The user goes to a web page

2.



The impression is put up for auction

3.



The buyers propose an auction (CPM) based on their estimated impression value

4.



The higher auction wins the impression

5.



The advertiser delivers the impression

## **HOW DOES REAL TIME BIDDING HELP HEALTH ADVERTISERS**

Health marketers can access a huge range of inventory across a wide range of sites and cherry pick only the impressions most valuable to them. It helps reduce waste and maximize ad spend.

## **WHAT TYPE OF TECHNOLOGY IS USED TO BUY PROGRAMMATIC MEDIA?**

The short answer is, there are a lot of different technology platforms and software involved, which can get confusing. Health marketer just getting started with programmatic should know the three technologies that their team or agency partners will use to buy media programmatically on their behalf: Demand Side Platforms (DSPs), Data Management Platform (DMP) and Ad Exchange.

## **WHAT IS A DEMAND-SIDE PLATFORM**

A demand-side platform is a piece of software used by agencies and advertisers to buy ad impressions across a range of publisher sites. DSPs help make that process cheaper and more efficient by removing humans from parts of the process, as well as the need to negotiate ad rates and to manually fax ad insertion orders.

## **HOW DO DSPS WORK?**

DSPs allow advertisers to buy impressions across a range of publisher sites, but targeted to specific users based on information such as their location and their previous browsing behavior. Publishers make their ad impressions available in programmatic marketplaces thanks to ad exchanges, so the DSP can automatically decide which of these impressions to buy on behalf of the advertiser. Publishers make their ad impressions available through marketplaces called ad exchanges, and DSPs automatically decide which of those impressions make the most sense for an advertiser to buy. That process takes place in milliseconds, before the page even loads.

## **WHAT IS A DATA MANAGEMENT PLATFORM?**

A Data Management Platform (DMP) is a platform to collect, organize, and activate data from any source, including online, offline, or mobile. In programmatic media buying, DMPs are used by agencies, publishers, and brands to tie user information and activity together and optimize media buys. DMPs play a critical role in helping brands perform

cross-device tracking and user identification, as well as marrying offline CRM data with actionable online data, to generate audience segments, used to target specific users with online ads.

### **HOW DOES A DMP WORK WITH A DSP?**

DMPs and DSPs often go hand in hand. A DMP is used to store and analyze data, while a DSP is used to actually buy advertising based on that information. In fact, most DSPs include some DMP functionality. With ever-increasing data available to marketers today, it's imperative to leverage the right data to most effectively and efficiently reach target audiences and fulfill business objectives. Information is fed from a marketer's DMP to its DSP to help inform ad buying decisions, but without being linked to another technology, a DMP can't actually do much. On the publisher side, DMPs can also be linked to supply-side platforms and other technologies that can help them sell their ads for more. In those cases, the DMP is storing publisher information on its readers.

### **WHAT DOES AN AD EXCHANGE DO?**

An ad exchange is a platform that connects ad inventory from multiple supply-side platforms and publishers directly with multiple demand-side platforms for real-time bidding auctions to facilitate the buying and selling of ads. Exchanges enable advertisers to easily buy ads across a range of sites at once, as opposed to negotiating buys directly with specific publishers. It's a more effective and efficient way to buy and sell advertising.

/ QUIZ

# PROGRAMMATIC BUYING

- 1. True or False? All real-time bidding is programmatic, but not all programmatic is RTB:**  
True  
False
- 2. Demand-Side Platforms (DSPs) were built primarily to:**  
A. Enable publishers to manage/sell their inventory programmatically  
B. Enable advertisers to bid on ad inventory across multiple exchanges programmatically
- 3. An ad tag:**  
A. Gathers basic reporting data (impressions, time watched etc.)  
B. Gives a browser serving/interaction instructions for an ad unit  
C. Tracks users' activity after viewing an ad
- 4. True or False? An agency trading desk buys on behalf of an advertiser through a demand-side platform (DSP):**  
True  
False
- 5. Which media channels are currently using programmatic buying?**  
A. Display  
B. Search  
C. Mobile  
D. Video  
E. All of the above

/PART TWO

**PROGRAMMATIC**

**SELLING**

As more health advertisers purchase ads programmatically using DSPs, more endemic and non-endemic health publishers have begun to sell programmatically. To do so, many publishers use a technology, called Supply Side Platforms, similar to how media buyers use DSPs.

## **WHAT IS A SUPPLY-SIDE PLATFORM?**

Supply-side platforms are software designed to help publishers sell their inventory on a number of ad exchanges in an automated, secure efficient way. Even though publishers don't need to use an SSP in order to sell their inventory on the ad exchange, the technology can be used to help manage yield and get deeper insights of their audience.

## **HOW DO SSPS ACTUALLY WORK?**

SSPs allow publishers to connect their inventory to multiple ad exchanges, DSPs, and networks at once. This in turn allows a huge range of potential buyers to purchase ad space — and for publishers to get the highest possible rates. Publishers typically use SSPs to “plug in” multiple exchanges, as opposed to working with just one, and open their inventory to as many potential buyers as possible, who submit “bids” to purchase the inventory.

In addition to opening up inventory to a large range of potential buyers, SSPs also offer the ability for publishers to set rules like “price floors,” which dictate the minimum prices for which their inventory can sell to specific buyers, or through specific channels, or which advertisers can and can't purchase inventory. Some publishers are also beginning to use SSPs to traffic direct sold campaigns.

## **HOW DO SSPS WORK WITH DSPS?**

On the sell side, supply-side platforms (SSPs) and exchanges pass bid requests to demand-side platforms (DSPs). Bid requests contain all relevant information about an available impression, including placement type (banner, video, mobile, etc.), ad unit size, domain, context, user information, and many other parameters. Advertisers utilize a demand side platform (DSP) to set up campaign targeting criteria and parameters for the type of advertising inventory they would like to buy. DSPs connect with exchanges and supply-side platforms (SSPs) to find relevant inventory. When there is a bid request for an impression that matches the

buyer's requirements, the DSP will then submit a bid for that piece of inventory. The real-time bidding auction takes place when all bids submitted from various DSPs for a single bid request compete to win that impression. There are two primary methods for determining the price paid by the winning bid: first-price auctions and second-price auctions.

/ QUIZ

# PROGRAMMATIC SELLING

1.

**Supply-Side Platforms (SSPs) were built primarily to:**

- A. Enable publishers to effectively manage/sell their inventory programmatically
- B. Enable advertisers to bid on display inventory across multiple exchanges programmatically

2.

**Publishers are able to set a rate below which they are not willing to sell their inventory. This is called a:**

- A. Minimum bid
- B. Price floor
- C. Rate requirement
- D. Bid cap

/PART THREE

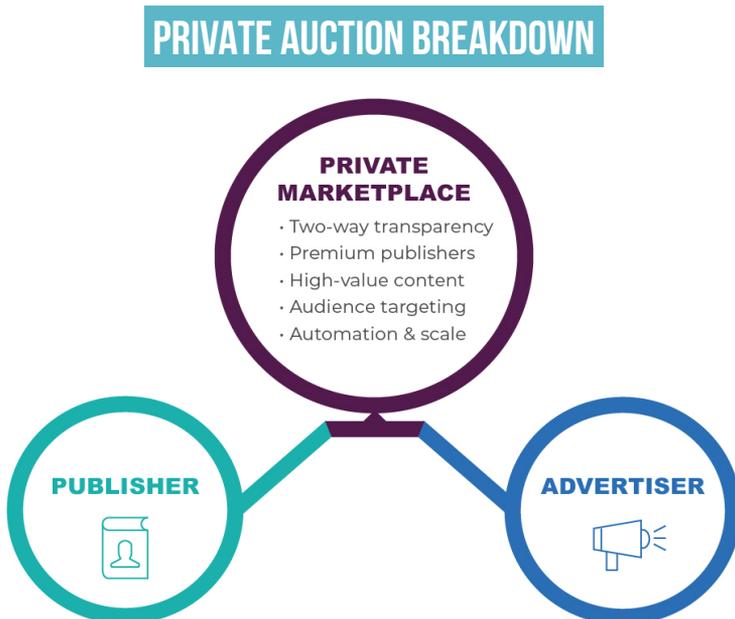
# DIFFERENT WAYS TO BUY AND SELL PROGRAMMATICALLY

While the early days of programmatic were led by RTB, in the years since we've seen new auction types appear to help solve some of the early limitations - Private Marketplaces, Programmatic Direct and Programmatic Guaranteed.

Given how central RTB has been to the development of programmatic, it's easy to confuse the two, but not all programmatic is RTB. Other forms of programmatic (e.g.; programmatic direct, programmatic guaranteed) are not auction-based and may be preferred, especially in verticals like healthcare where quality inventory is a driving factor. All have their pros and cons, so deciding which auction type is right for you depends on your business objectives.

### WHAT'S A PRIVATE MARKETPLACE?

Private Marketplaces are a special RTB auction where one publisher or a select number of publishers allows a select number of buyers to bid on its inventory. Private Marketplace deal IDs allow sellers to group packages of inventory with certain characteristics together in order to surface to buyers. For example, a large publisher with multiple properties can group all of their diabetes content into a diabetes PMP. They help publishers to more carefully control who can buy their inventory, and at what price.



## WHAT IS PROGRAMMATIC DIRECT?

Programmatic direct is a way to automate direct ad buys for set campaigns. Buyers can retain moderate levels of targeting at scale, while also ensuring a high level of premier inventory in a more predictable pricing model with possible guaranteed inventory. Publishers control which buyers can buy their most premium inventory and benefit from increased predictability in their programmatic revenue stream. Programmatic direct deals are normally transacted via Private Marketplace Deal IDs.

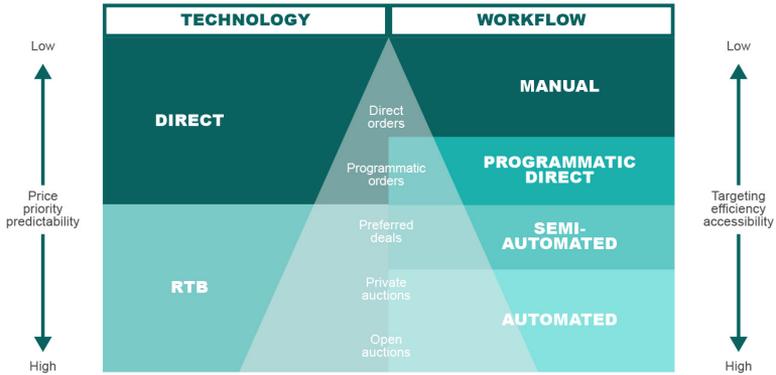
Key Differences of Programmatic Direct from Private Marketplaces:

- **There is one seller and one buyer**
- **Seller can sell multiple properties**
- **Fixed CPM which is negotiated between seller and buyer**
- **Gives the seller more control over optimizations and performance**
- **While programmatic direct allows you to automate many types of buys, not all inventory or custom solutions will be available via programmatic channels.**

## WHAT IS PROGRAMMATIC GUARANTEED?

Programmatic Guaranteed is a type of programmatic direct inventory trading, where the inventory is reserved for a specific buyer and cannot be sold to a different buyer who may bid a higher price. This means the inventory is guaranteed to the buyer and the sale does not take place in an auction.

Both sides are able to set terms up front and be assured that buying will happen on specific inventory. The buyer is guaranteed specific impressions, at a set price, and the publisher is guaranteed the sale price for the specified inventory included in the guaranteed deal.



### A QUICK SIDENOTE ON DEAL IDS. WHAT IS A DEAL ID ANYWAY?

A Deal ID or deal identifier, is the unique number of an automated ad buy. It's an important part of programmatic ad buying because it is used to match buyers and sellers individually, based on a variety of criteria negotiated beforehand. It can include the minimum price the advertiser is allowed to bid, type of ad units, section of the site, among others. Deal ID can be used by publishers to differentiate deals to a buyer's objectives. It gives buyers and sellers flexibility while combining that with the dynamic pricing of real-time bidding.

/ QUIZ

# PROGRAMMATIC AUCTION TYPES

1.

**What is a Deal ID?**

- A. Identification before making a deal.
- B. A small transparent image placed on a website that tracks user behavior.
- C. The unique number of an automated ad buy.
- D. Same thing as the cookie ID.

2.

**What is the main difference between guaranteed and direct deals?**

- A. Terms are set up front for guaranteed deals but not direct
- B. Programmatic direct inventory is reserved for a specific buyer and cannot be sold to a different buyer who may bid a higher price.
- C. Only guaranteed deals are considered programmatic.

3.

**True or False. Private marketplaces allow only one buyer to bid on one publishers inventory.**

- True
- False

/PART FOUR

# AUCTION MECHANICS

## DON'T GO CHASING WATERFALLS.

Now that we've covered what programmatic is, the different technologies used and different auction types, how do the mechanics of auctions actually work?

There are two primary ways that publishers sell off their inventory programmatically: waterfall auctions and header bidding

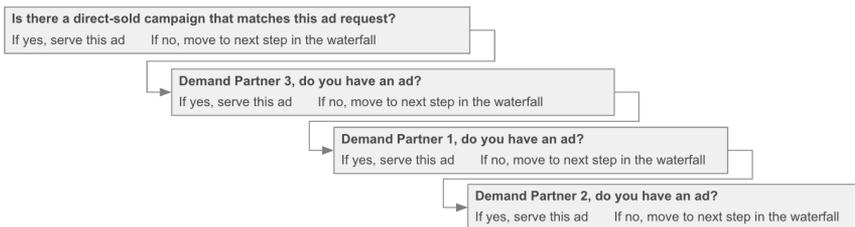
## WHAT'S A WATERFALL AUCTION?

Traditionally, publishers managed their programmatic yield by daisy chaining sources in a waterfall structure: Publishers offer impressions in one sales channel, and if buyers don't bite, they push them down to other, less valuable channels until some-one makes a bid. The system works, but it's highly fractured and inherently inefficient. Publishers say the system leaves money on the table. Typically, publishers will set up programmatic demand at a different priority level than their direct-sold campaigns that compete with other tag-based integrations at that same priority. These are usually setup at a price priority that the publisher sets in their ad server. Often called a "waterfall", the highest paying demand source will get the first look at each eligible ad impression.

If the highest paying demand source does not fill the impression, the ad server will then continue making subsequent ad requests to other demand sources, in order of CPM, until the impression is filled.

**Demand Partner 1 \$1.20 CPM | Demand Partner 2 \$1.10 CPM | Demand Partner 3 \$2.00 CPM**

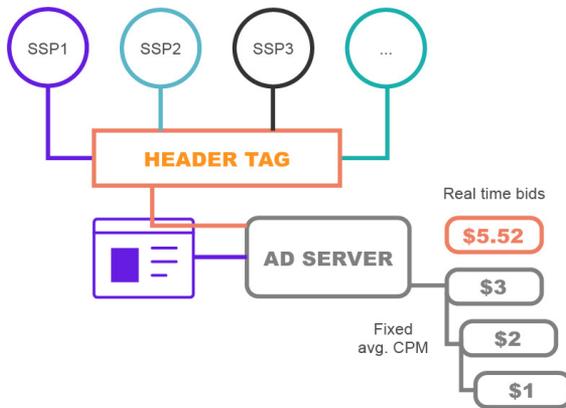
This publisher's waterfall would follow these steps for each ad request:



## WHAT IS HEADER BIDDING?

Header bidding, also known as advance bidding or pre-bidding, is an advanced programmatic technique wherein publishers offer inventory to multiple ad exchanges simultaneously before making calls to their ad servers. The idea is that by letting multiple demand sources bid on the same inventory at the same time, publishers increase their yield and make more money.

The biggest benefit that header bidding offers to publishers is greater yield, and combining their inventory into a single server-side supply, publishers can sell inventory on a per impression basis, giving them more transparency into how much their impressions are actually worth. The entire idea of this system is to eliminate the need for pushing inventory back and forth, which is inefficient and wasteful.

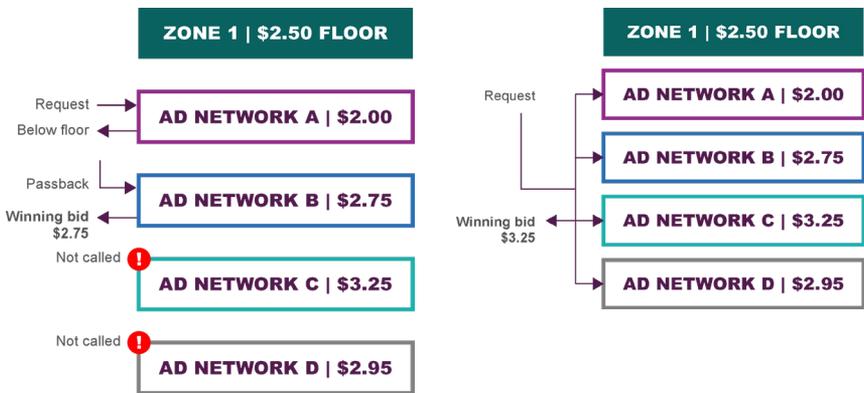


## WHAT'S THE DIFFERENCE BETWEEN WATERFALL AUCTIONS AND HEADER AUCTIONS?

When a buyer receives a bid request from a waterfall auction, that piece of inventory is guaranteed to them as long as they have an eligible campaign to place a bid. A waterfall makes a single request to a programmatic partner (DSP or Exchange) with the express intent to serve an ad from that demand source, regardless of what price the highest bidder is paying. The highest bidder from that Exchange or DSP will win that piece of inventory.

Tag-based integrations provide direct access to the webpage where the ad will render, often providing much better visibility into audience attributes and allowing the demand partner to directly sync user information for audience targeting. Conversely, in header bidding, there are separate practices in place to synchronize audience attributes with demand partners that can lead to more unknown user bid requests. If a user is unknown, buyers are unable to do things like audience targeting and frequency capping.

Take the example below. The winning bid in the waterfall action would be \$2.75 and after the ad server sequentially called two other ad networks. But with the header auction, all ad requests are sent concurrently so that they compete against each other in real time. The winning bid in this example would be \$3.25.



## SO THE WINNING BID PRICE IS THE PRICE THE ADVERTISER PAYS THE PUBLISHER RIGHT?

Depends on if it's a first price or second price auction. As programmatic has matured, the structure of actions and how pricing is determined by an SSP has become less clear. While Second-Price auctions used to be considered the most common pricing strategy, we're seeing more auctions move to First-Price.

## FIRST-PRICE AUCTIONS

This auction model is simple and transparent. The highest bid wins and pays the price they bid. Makes sense right?

## SECOND-PRICE AUCTIONS

In this auctioning model, bidders set the price which they are willing to pay for an impression. However, the price they pay is only 0.01\$ more than the second-highest bid.

There are 3 bidders:

- **Bids \$2.10**
- **Bids \$2.80**
- **Bids \$2.50**

The highest bid in this auction amounts to \$2.80. But the price paid will be \$2.51. In a first priced auction the price paid would be the bid price - \$2.80.

Since there's much to cover with pricing transparency, supply path optimization and many of the other recent buzz words, we'll leave those topics for another eBook :)

/ QUIZ

# PROGRAMMATIC AUCTION MECHANICS

- 1. In a second price auction, Advertiser A bids \$1, advertiser B bids \$1.50 and advertiser C bids \$2.00. Which advertiser will win the auction?**
  - A. Advertiser A
  - B. Advertiser B
  - C. Advertiser C
- 2. How much will the winning advertiser pay?**
  - A. \$2.01
  - B. \$1.50
  - C. \$1.51
- 3. True or False. Multiple demand sources bid on the same inventory at the same time in a waterfall set up.**

/PART FIVE

# DATA TARGETING IN A PROGRAMMATIC WORLD

## HOW DOES DATA FIT INTO ALL OF THIS?

If technology is the engine of programmatic media buying, then data can be considered the gasoline that fuels it. But with vast amounts of data available to marketers and continuously growing, it's easy for marketers to get lost in a sea of data. Finding the right data that will allow you to most effectively – and efficiently – reach your target audiences and fulfill your business objectives is the key and what marketers are trying to solve for.

One of the primary benefits of programmatic advertising is having enough inventory reach and scale to leverage sophisticated audience targeting to find the right patient, provider or other desired audience member. A key aspect of planning and executing a successful programmatic is the data and methodology used for targeting your campaign. Advertisers have a range of sources, choices and models which vary widely based on audience, objectives and budgets.

More recently, targeting approaches have advanced to allow brands to reach audience segments that are more likely to perform a specific health action, such as treating Type 2 Diabetes or treating with a specific Type 2 Diabetes drug brand. Many companies have already found success in adopting this approach to reaching their target health audiences through programmatic media, and the number of major publishers, DMPs and DSPs that enable this type of targeting continues to increase. Identifying and using the right data for your programmatic buys is key, as inaccurate data or proxy data alone can lead to media waste and inefficiencies. Moreover, validating your targeting strategy by measuring the audience reached by your campaigns and the campaigns' impact from a clinical or prescription sales perspective is essential.

## WHAT ARE THE DIFFERENT TYPES OF DATA?

Many healthcare brands have traditionally embraced some combination of contextual targeting (placing ads alongside relevant condition content on both health and lifestyle sites), demo- and geo-based targeting (serving ads to consumers in certain age groups or geographic areas with higher condition incidence rates) and behavioral targeting (using consumers' online or offline activities to inform ad placement).

- **Client 1st party data:** CRM data, leads database, etc
- **Publisher 1st party data:** Information about a user or their behavior that is collected from site visitors
- **3rd party data:** Purchased data from data providers

**AUDIENCE TARGETING:** A method of targeting based on a user's past online behavior. Behavioral targeting tracks user behaviors such as ads clicked on, searches performed, websites visited, etc, and then makes inferences based on these behaviors. To protect each individual user's privacy, people exhibiting like behaviors are grouped, so advertisers can target an audience with specific traits.

**CONTEXTUAL TARGETING:** Target media contextually to a page's content and relevant keywords (exception: in-app).

**GEO TARGETING:** Targeting by global positioning (GPS) or geolocation by IP address to define a geographic boundary for targeting advertisements to users within a specific area - i.e. patient or HCP populations in specific geographies or geofencing certain areas such as medical conferences.

## HOW DOES AUDIENCE TARGETING WITH 1ST PARTY DATA WORK?

1st party data is information collected by brands and websites about their site visitors or customers. Because companies who have this information have obtained it based on a prior relationship with their customers, they are able to use this data to communicate directly with them. 1st data may include names, addresses, phone numbers, site-interaction data and information about products purchased. 1st party data is the most valuable type of data because of its accuracy and because it is proprietary.

## HOW DOES AUDIENCE TARGETING WITH 3RD PARTY DATA WORK?

Third party data consists of a user behavior collected by data processors and entities you can buy from the LiveRamp marketplace, including connected DMPs like Oracle BlueKai or Exelate. These audiences can be anything from interest and lifestyle (car lovers, vegetarian cooking) to demographics (household income, ethnicity, job title).

PulsePoint onboards various health-specific patient, provider and payor segments. 3rd party audience data can be used to prospect and extend reach to “target personas.”

## WHAT EXACTLY IS A COOKIE? HOW DOES COOKIE TARGETING WORK?

A cookie is a small bit of data stored on your browser. Websites and advertisers alike use that mechanism to store a unique identifier for that browser, usually a 32-bit alphanumeric number, so that anytime we see this user on a website, we can retrieve that user ID and associate the activity to that user ID in our databases.

Here are some examples of the type of information cookies are used to remember:

- **Website setup: Personal preferences**
- **eCommerce: Which products users looked at, added to the shopping cart, and purchased**
- **Analytics: Data about the user’s interaction with the website**
- **Advertising: Identify which advertisements the user has viewed and interacted with**
- **Behavioral profiling: Track the behavior of the user**

It is key to note that cookies have some restrictions on mobile devices, and other unique identifiers, such as Device ID, can be used for mobile instead.

## WHOA, CAN YOU DO AUDIENCE TARGETING IN HEALTHCARE?

Targeting capabilities for healthcare depend on who is being targeted and what the message being delivered is about. Direct to consumer (DTC) targeting regarding sensitive categories of disease states and medical conditions is limited by federal regulations.

Privacy and regulations requiring some messaging content must be opt-in while others may target a wider audience based on various demographic, population data, contextual content targeting and other anonymized disease state data. Before any media planning, data selections and campaign execution, you should be thoroughly familiar with the Network Advertising Initiative (NAI) Code of Conduct, which clearly defines handling of personally identifiable information (PII), device and location data, what is considered sensitive information and many other

self-regulatory and legal compliance guidelines.

Review the definition of “Sensitive Data” (NAI Code of Conduct) to learn more about what might be considered a sensitive condition.

## **YOU MENTIONED DTC TARGETING. IS HCP AUDIENCE TARGETING DIFFERENT?**

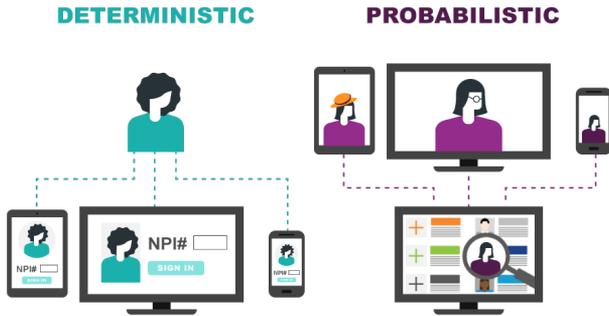
Targeting HCPs is a more straight forward process as it doesn't involve HIPAA or other issues with sensitive health conditions since the pharmaceutical or other messaging is being targeted only toward physicians and other HCPs. All privacy and other self-regulatory guidelines such as those of the [Digital Advertising Alliance \(DAA\)](#) still require compliance, and you should be familiar with them and how they relate to all types of programmatic advertising – not just healthcare.

For HCP targeting to be of the most value to the advertiser, you need to be able to target HCPs at the National Provider ID (NPI) level. NPI targeting allows the use of prescription (Rx), diagnosis (Dx) and procedure (Px) data to be utilized as well as other professional attributes and even CRM data.

Beyond first party data which might include visitors to a brand website or email, there are numerous sources of third party HCP targeting data. Like any product or service, they vary widely in accuracy, quality and scope. The first thing to understand and ask of any vendor is the degree of 'deterministic' vs 'probabilistic' targeting the data represents. To have accurate digital targeting, the one-to-one relationship between offline identity, (sometimes called offline persona) to the online identity (digital persona) is key to not only effectiveness but also regulatory compliance. Like many things, the methods that achieve this offline/online linkage are not binary but rather they are on a continuum from deterministic to probabilistic matching. As the names imply, deterministic means extremely high confidence that the identity linkage is accurate, while probabilistic means that there is some level of probability that the link is accurate.

## **WHAT TYPES OF DATA CAN BE USED FOR HCP TARGETING?**

Recent advances in data and technology have also made it possible to reach relevant healthcare professionals (HCPs) at scale with greater pre-



cision, by accurately linking offline HCP information (e.g., NPI, DEA, State License, Association/ Organization data) to their online digital identities. This approach empowers advertisers to more effectively reach their target HCPs across the full digital landscape, including the multiple devices HCPs use and the various types of professional and consumer websites they visit on a regular basis.

### HOW DOES CONTEXTUAL TARGETING WORK?

Think of contextual targeting like an automatic ‘translation’ service that reads and understands the internet for health categories, keywords and safety before serving ads or content. Contextual targeting is driven directly by the page’s content and relevant keywords. This is valuable to healthcare marketers as it enables the delivery of brand messages adjacent to specific types of content that the audience is currently browsing.

### WHAT’S RETARGETING?

Retargeting, also known as remarketing, is a form of online advertising that helps to keep the brand top-of-mind after a consumer has taken a relevant action online. While site retargeting may be one of the most common applications, marketers also use retargeting to engage users after a relevant search engine visit or CRM email.

### HOW DOES RETARGETING WORK?

Retargeting is a tool designed to help companies reach people who don’t convert right away. Retargeting is a cookie-based technology that uses simple Javascript code to anonymously ‘follow’ a brand’s audience all over the Web. A small, unobtrusive piece of code is placed on the

brand's website (this code is sometimes referred to as a pixel). The code, or pixel, is unnoticeable to brand site visitors and will not affect the site's performance. Every time a new visitor comes to the brand's site, the code drops an anonymous browser cookie. Later, when cookied visitors browse the Web, the cookie will let brand's retargeting provider know when to serve ads, ensuring that ads are served only to people who have previously visited the brand's site.



## SO HOW DO I GET DATA?

Data onboarding is the process of transferring offline data to an online environment for marketing needs. Data Management Platforms (DMPs) provide the unique ability to generate audience segments based on first-party data that is stored and analyzed within the DMP. Prior to the segmentation, marketers must decide on what data and how it will be onboarded into the platform. We'll provide two common use cases of how this can be achieved prior to the activation of these rich data sets.

**PIXEL OR JAVASCRIPT CODE:** DMPs offer easy to implement 1st party tags that help collect key data elements from advertisers' digital touchpoint. This solution can be deployed across desktop/mobile web pages as well as other tactics including email.

**OFFLINE DATA AND CRM:** Offline sources can range from in-store purchases to loyalty cards to Customer Relationship Management (CRM) data. These actions can tell a much different story than those of the online user; especially when trying to create a cross-media strategy.

In order to bring that data online, a “match” must be made between the offline profile (consisting of those things) with the online profile (cookie). This gives marketers the holistic offline and online view of who your consumers are and how to best activate your marketing tactics against that audience segmentation.

Audience segmentation allows you to differentiate characteristics about subsections of a group of users. For example, in a target list HCP audience, you may want to segment the HCPs on that target list based on prescribing behaviors you know about those HCPs from other marketing efforts. This segmentation happens prior to onboarding and setting up digital audiences to target. You may, however, want to further segment those audiences based on insights gathered from running a media campaign to that audience. DMPs make it very easy for you to apply audience segmentation throughout the lifespan of your digital marketing investment.

## **HOW DO I TRACK DATA ACROSS DEVICES?**

When managing and maintaining audiences in a DMP, it is important to have a persistent method to identify and target a unique user across all of the devices that they use. Cross-screen vendors layer an additional unified view of customers to enable cross-screen unique identification and targeting. Utilizing a cross-screen vendor allows you to better control frequency and messaging to individuals you are trying to reach. They also enable you to extend your ability to reach your first-party audiences by identifying additional devices and browsers that are associated with that unique individual.

The data landscape continues to change with new privacy laws like CCPA, so it's important to ask any technology partner about their policies and data collection procedures.

/ QUIZ

# DATA TARGETING

- 1. What process allows DSPs and SSPs to communicate unique ID info?**
  - A. Ad tagging
  - B. Cookie-syncing
  - C. Retargeting
  - D. De-duplication
- 2. If an advertiser chooses to show their placements only on pages that pertain to a specific topic or category, this is known as:**
  - A. Behavioral targeting
  - B. Audience targeting
  - C. Contextual targeting
  - D. Retargeting
- 3. Which of the following is an example of Client 1st-party data?**
  - A. CRM data
  - B. EHR
  - C. Keywords
  - D. Probabilistic segments
- 4. Audience targeting cannot be done on sensitive data or sensitive health data without:**
  - A. NPI number
  - B. Opt-in consent from a user
  - C. CRM data
  - D. All of the above
- 5. What is PII?**
  - A. Any data that could potentially identify a specific individual
  - B. Non-personally identifiable information
  - C. Information that is available in public sources
- 6. What does PHI stand for?**
  - A. Protected Health Information
  - B. Personal Health Information?
  - C. Professional Health Informant?
- 7. What is PHI?**
  - A. Any information that can be used to distinguish one person from another
  - B. Information in a medical record that can be used to identify an individual, and that was created, used, or disclosed in the course of providing a health care service, such as a diagnosis or treatment.
  - C. The twenty-first letter of the Greek alphabet, representing the right to doctor/patient privacy in the hippocratic oath

1. B; 2. C; 3. A; 4. B; 5. A; 6. A; 7. B

8.

**What type of data targeting tactic would you use if you wanted to re-engage an audience?**

- A. Algorithmic Prospecting
- B. Data Segment Prospecting
- C. Retargeting
- D. Contextual Targeting

9.

**True or false? Data onboarding refers to taking offline CRM list and using a 3rd-party data provider to identify their online identifier, like a cookie or device ID.**

- True
- False

10.

**HIPAA is a US federal legislation that stands for:**

- A. Health Information and Patient Assurance Act
- B. Health Insurance Portability and Accountability Act
- C. Health Identity and Personal Assurance Act

/PART SIX

# **FIVE THINGS MOST HEALTH MARKETERS GET WRONG ABOUT PROGRAMMATIC**

## **MISCONCEPTION: PROGRAMMATIC IS A TACTIC**

**REALITY:** Programmatic is how you implement your tactics.

Programmatic is the automation of matching demand to supply. Remember when stock market trades were executed manually? Then it moved to automated buying, using data, in real-time. That's essentially what programmatic is. And because programmatic 'open markets' basically open up access to both demand and supply, they enable data-driven micro-targeting, cost efficiency, and optimization.

In health, this automated buying can be used to distribute advertising, which is what we're most familiar with, but is also being used for content distribution and CRM (email) experience management. Health organizations are also starting to use these automated approaches for population health management, using data and technology to distribute health management interventions to manage people's health risks in extremely personalized ways.

Deciding on programmatic means deciding not to go manual. But it doesn't stop there. Your programmatic buy still needs a strategy (audience definition, desired mindset, action standard), and still needs a tactic (advertising, video engagement, cross-device reach, cross-channel experience). Programmatic isn't the tactic. It's a means to implementing your tactics with ease.

## **MISCONCEPTION: PROGRAMMATIC IS DIFFERENT FROM ENDEMIC BUYS**

**REALITY:** Programmatic is a better way to buy endemic media

Many marketers build their media plans with endemic sponsorships as the base, and then use programmatic to supplement this reach and / or balance out the CPMs.

But what if you were to bring programmatic to those sponsorship buys? Data and technology would give you the ability to write and implement targeting rules, have direct access to inventory, adjust your creative, and have it all be automated. Programmatic would, in effect, make your premium buy even more premium.

And when you've saturated your endemic reach, programmatic enables marketers to supersonically access the massive untapped potential across the internet, inclusive of endemic. By buying programmatically, you can standardize your targeting across all of your outreach, auto-optimize your buy, and load balance your efforts across your entire campaign to deliver the right mix of cost, quality and scale.

The only caveat to this is that you need to work with a programmatic partner who has access to premium, high-quality endemic and health-relevant inventory.

### **MISCONCEPTION: PROGRAMMATIC TARGETING IS TOO BROAD**

**REALITY:** Programmatic targeting is machine-driven, and more finely-tuned, than any other option

Most marketers think of programmatic targeting as re-targeting. Someone visited my website, and I now follow them around the Web with reminder ads.

Programmatic targeting is so much more, enabled by the automation of the targeting and the heavy and versatile use of data. Here are some ways you can target your audience when working programmatically, using:

**FIRST PARTY DATA:** You can programmatically target people in your CRM database, leads from CPA campaigns, target physician list, or using other data that you own, and reach them across devices and channels, wherever they are.

**THIRD PARTY DATA:** You can partner with data providers to use their medical claims, geo-demographic data and off-the-shelf segments, and activate this data using programmatic technology.

**BEHAVIORAL DATA:** Some programmatic companies have reams of data on users' browsing patterns. You can use browsing behaviors to identify populations with certain affinities or interests, and target them. This gets especially interesting when you can identify browsing behaviors down to the minute details; instead of just finding people interested

in “digestive disorders”, you can identify people reading content about “pancreatic neoplasms” or “pancreatic ductal carcinoma”.

**MODELED DATA:** Modeled audiences are the best way to get at a large volume of targeted users, that gets more accurate with time. This approach starts with a base of users (that could be defined by browsing history or claims data) which is enriched with appended data, then modeled with algorithms and AI to identify additional users with the same profile, at scale. The trick to modeled data is having enough scale of user-level information for your models to be valid and your reach to be worthwhile.

### **MISCONCEPTION: PROGRAMMATIC YIELDS POSITIVE CPRX BUT NO SCALE**

**REALITY:** Programmatic yields quality scale—but you have to work with the right partner

Not all programmatic companies are the same. Programmatic companies without deep knowledge about the health industry may give you top-of-the funnel scale but fail to convert the users they reach. These companies effectively give you low CPRx but no scale.

Instead, look for a partner that doesn’t just reach people but reaches the right people and knows how to engage them as well. When selecting your programmatic partner, look for one that has health reach capabilities.

Some questions to probe on are:

- **Their overall reach (what percent of the internet traffic they reach)**
- **The quality of that reach (how much of that reach is on health inventory, or on inventory frequented by your target)**
- **The qualification of that reach (how well is that inventory classified)**
- **Their targeting ability (how well can they activate health data)**
- **The accuracy of their data (because differences in data exists)**
- **The power of their models (how well can they use models to expand scale)**

## **MISCONCEPTION: PROGRAMMATIC IS BEST LEFT TO THE PROGRAMMATIC BUYERS**

**REALITY:** Programmatic needs marketers' strategic acumen to work

Programmatic buyers worry about how well the programmatic machinery works. Talk to a programmatic buyer, and they are obsessing over ad ops, campaign specs, platform and device determination, targeting and retargeting specs, channels and channel mix, budget forecasting, brand safety targets, campaign execution, campaign optimization, and metric reporting. All important, but an incomplete view of your campaign.

Here's what else a programmatic approach needs to be successful:

### Target Definition

- **Target consumer – disease, segment, formulary**
- **Target hcp – specialty, profession, practice setting, npi#**
- **Stage in customer journey**
- **Creative evolution**

### Data Integration

- **Health data requirements**
- **Additional data requirements**

### Campaign Planning

- **Endemic vs non-endemic publishers**
- **Page-level contextual targets**
- **Creative variation by channel and device**

### Regulatory Compliance

- **Customer sensitivities**
- **Brand affiliation sensitivities**
- **Regulatory issues**
- **Black / whitelists**

### Real-World Analytics

- **Real-world outcomes**
- **Third-party partnerships**
- **Real-world results**
- **Attribution studies**

Don't hand off your programmatic dollars and check the box. Programmatic is the 'how'. Stay involved in the 'what' – and drive strategic returns from your investment.

Technology and data (= programmatic) are transforming life, healthcare, marketing and media. Programmatic, when done right, enables us to be hyper-targeted and radically personalized, and reach the largest swath of our audience at efficient costs in an integrated and optimized way. Marketers, isn't this what we've been searching for?

/ THE END

# YOU ARE **READY**

Thanks for reading the  
**PulsePoint Programmatic Health Anthology!**

In this eBook, you've learned the ins and outs of programmatic technology, buying and selling with programmatic, data, targeting, and more. Keep this Anthology close and you can conquer the world of programmatic health marketing.

Get started today with the  
**Programmatic Health Campaign Checklist**

