



ENGAGE AGENCY SERVICES

PROGRAMMATIC

OVERVIEW



Automatically identify high-value consumers and create relevant experiences.

HOW IT WORKS



Buy digital media automatically

in real time without having to negotiate a price



Improve efficiency and flexibility

by paying only for relevant impressions



Measure qualitative and quantitative KPIs

including metrics like trust, loyalty, brand awareness, clicks and conversions

PROGRAMMATIC STRATEGIES CAN BE EXECUTED IN A VARIETY OF MEDIA:



Display



Video



Mobile Ads



Streaming Radio



Paid Social



Connected TV

- One billion de-identified health records, used with Healthgrades' more than 250 health-related propensity models, allows for **smarter targeting** of healthcare consumers.
- Targeted audiences are identified based on factors like online activity and engagement, propensity to need services, payor mix, and offline customer activities.
- Healthgrades partners with **Integral Ad Science** and **DoubleVerify** to proactively avoid fraud from bots and prevent bidding on fraudulent inventory.

Engage and acquire more patients.

Get started at partners.healthgrades.com