

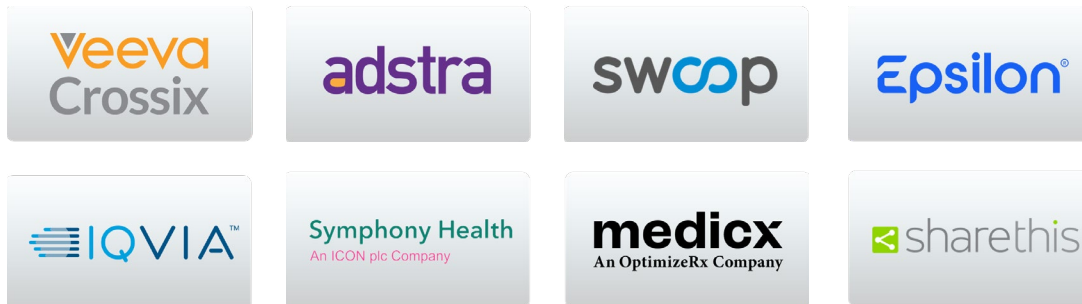
# MedTarget™

CTV Advertising Powered by Healthcare Data Sources

## Overview

In today's fast-paced digital world, connecting with your target healthcare audience requires more than just broad-reaching advertising strategies. It demands precision, compliance, and an innovative approach that respects both the complexity of healthcare decisions and the privacy of patient information. MedTarget™, Strategus's premier CTV advertising solution, offers a groundbreaking way to achieve just that, transforming how healthcare providers, insurers, and marketers reach their desired audiences.

### OUR HEALTHCARE-SPECIFIC DATA SOURCES



## Why MedTarget™

- **Precision Targeting:** Leverage the most comprehensive healthcare data sources available, including partnerships with leading providers like Veeva Crossix, Swoop, and Adstra. MedTarget™ ensures your campaigns reach not just any audience, but the right one.
- **Custom Audiences:** Utilize in-depth data on medical history and lifestyle to engage potential patients or referral sources meaningfully. From identifying at-risk individuals to connecting with referring practitioners, MedTarget™ tailors to reaching the audiences that matter most.
- **CTV Cross-Device Retargeting:** Target your audience on televisions screens in their home, then using CTV cross-device retargeting on all screens to ensure that your brand remains at the forefront.
- **Healthcare Data Compliance:** MedTarget will maintain that your campaign will be compliant within national and state level legislation regarding healthcare data collection.

## Achieving Success with MedTarget™

Discover the power of precision CTV advertising through our featured healthcare case study:

A regional health insurance provider faced with the challenge of driving plan conversions during the critical open enrollment period. Utilizing MedTarget™, Strategus devised a zip code-level targeting strategy that not only minimized waste but maximized conversions, resulting in:

240

Plan Conversions

10,522

Post-View Website Visits

With an ecosystem of over 400 partners and CTV publishers, Strategus is uniquely positioned to offer precision targeting at scale. Our approach integrates multiple data sources, allowing for the creation of the perfect audience for any healthcare marketing goal.

Whether segmenting based on insurance providers, medical claims, or over-the-counter product purchases, MedTarget™ delivers targeted campaigns designed for maximum impact.

### Trusted By Top Brands in Healthcare



## CTV Case Study:

### Regional Health Insurance Provider Drives 240 Plan Conversions During Open Enrollment

[Read the Full Case Study](#)

Ready to experience the MedTarget™ advantage for your healthcare advertising needs?

Visit [strategus.com](https://strategus.com) or contact us at [connect@strategus.com](mailto:connect@strategus.com)