



FINDING YOUR AUDIENCE ALONG THE PATIENT JOURNEY

Finding healthcare consumers can be hard. Kargo's got the prescription to find, engage, and convert your audiences through our unique ad executions, proprietary targeting capabilities, and premium scale.

THE SYMPTOMATIC STAGE



Recommended Kargo Treatment

- **Implement a Blended Targeting Approach**
Find new, qualified consumers and expand your reach by leveraging both Kargo's Custom Cohort contextual and predicted keyword targeting.
- **Prioritize the Over the Counter Purchaser**
A patient's journey often starts with an over the counter purchase. Convert OTC purchasers into Rx consumers using 3rd party data targeting — from your partner of choice.
- **Unbranded, Awareness-Focused Creative**
Build brand trust to drive consumers through your purchase funnel with messaging that helps educate and inform.

THE DIAGNOSED STAGE



Recommended Kargo Treatment

Post-Visit Follow Up

Site visitors are your hottest leads so make sure you keep the conversation going. Placing a site pixel is critical to identifying and strategically retargeting this active audience.

Doubledown During Awareness Months

Dedicated awareness months and events are the perfect opportunity to utilize high impact solutions that provide high SOV amongst an already engaged and activated audience.

Supplement with Precision Targeting

Leveraging healthcare data providers — such as Crossix, IQVIA, Swoop, and MedicX — to build highly targeted 3rd party segments is proven to drive audience quality.

THE TREATMENT STAGE



Recommended Kargo Treatment

- **Conquest Marketing**
Competitive conquering through keyword targeting is effective in gaining in-market consumers during this final decision-making stage of the customer journey.
- **Focus on Support Audiences**
Caregivers are an important part of healthcare decision making and provide a huge opportunity for marketers. Through keyword targeting, cohort segmenting and longitudinal studies, Kargo has formulated the perfect strategy to reach this crucial audience.
- **The Power of Creative**
Targeting is key to getting in front of the right audience, but creative is what ultimately drives 75% of a campaign's effectiveness (IPSOS). Engage consumers with eye-catching, unique formats that expand beyond the banner to amplify content that educates and enriches consumers.

For more information on how to activate, please contact Kargo's dedicated Pharma Client Partner, Isabel Sackner-Bernstein (isabel@kargo.com).