

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.



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.



Recommended Kargo Treatment

Post-Visit Follow Up

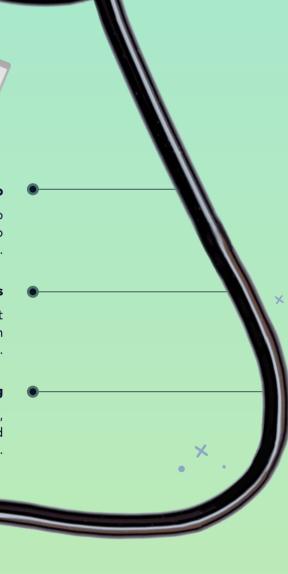
Site visitors are your hottest leads so make sure you keep the conversation going. Placing a site pixel is critical to identifying and strategically retargeting this active audience.

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 TREATME **STAGE Recommended Kargo Treatment**

Conquest Marketing

Competitive conquesting 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.

enriches consumers.

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

For more information on how to activate, please contact Kargo's dedicated

Pharma Client Partner, Isabel Sackner-Bernstein (isabel@kargo.com).