



AUDIENCE SYNERGY

Programmatic Data Overview



A market leader in non-endemic people-based physician targeting. Featuring Connected TV, Audio, Video Pre-roll, and digital advertising at scale with available Physician-level data (PLD).



ExactNurse, the largest specialty nursing database in the US allows all healthcare advertisers to reach very specific RNs in the market they choose with any digital advertising placement from banners to social media.



Reach actual patients, not probabilistic audiences by leveraging national database of opt-in, permissioned consumers, delivered through digital and Connected TV, ensuring patients and caregivers see your brand message. Available upon request.

Jason B Smith Founder and President

Jason has over 15 years of experience as an executive business leader focused on reaching and influencing healthcare practitioners using digital media.

In 2015, he founded Audience Synergy which has grown rapidly to become a leader in emerging digital advertising and measurement to targeted HCPs within non-endemic environments. He firmly believes that the shift to people-based programmatic advertising and Connected TV has only just begun.



AUDIENCE SYNERGY has been recognized as a Top 20 FASTEST GROWING PRIVATE COMPANY By Portland Business Journal in 2020 and 2021 with over 70% YOY growth for 3 years straight.

Run targeted media campaigns in-house, with our specialty HCP, Nursing and Patient audiences

Top Ad Platforms

Facebook/Instagram

LinkedIn

Google DV360

The Trade Desk

MediaMath

Amazon DSP

Dozens more....

Top Media Placements

Web Banners

Social

Streaming Audio

Online Video

Connected TV

Native Ads

Email Banners



Patient Ailment Audiences

Programmatic- DTP

Why use modeled audiences which contain consumers who do not need your drug/treatment? Test our self-declared patient audiences in your CTV and digital campaigns to see the difference for yourself!

- ✓ 100% Opt-in. NAI Compliant
- ✓ Over 130 selectable conditions.
- ✓ Household-matched versions optimized for CTV
- ✓ Ready for deployment to your seat in over 80 top DSPs and publishers.
- ✓ 100% deterministic and PII-based.

Featured Patient Audiences



US Permission-based self-declared ailment audiences for RX and OTC indications.

- 454,322 Acne Sufferers
- 13,101,736 Acute Coronary Syndrome
- 5,351,278 ADHD - Females
- 9,695,908 ADHD - Males
- 1,900,307 ADHD / Attention deficit hyperactivity disorder
- 30,659,842 Allergies - Allergic Rhinitis (hay fever)
- 26,657,272 Allergies - Atopic Eczema
- 19,326,675 Allergies - Food Allergies
- 2,396,263 Alzheimer Patients
- 1,958,176 Alopecia areata
- 1,956,345 Amputation
- 8,283,432 Angina
- 1,589,242 Anxiety disorders
- 1,935,090 Arrhythmia
- 40,793,669 Arthritis
- **467,809 Arthritis, Psoriatic**
- 1,435,732 Arthritis, Rheumatoid
- 1,022,322 Asperger syndrome
- **2,119,809 Asthma**
- 807,291 Atopic Dermatitis
- 1,502,532 Atrial Fibrillation (AFib or A-Fib)
- 2,179,492 Autism and autism spectrum disorders
- 19,432,489 Bladder Control
- 2,869,146 Bipolar/Depressive Disorder Patients

- 982,634 Bleeding disorders
- 996,039 Blindness and low vision
- 1,537,729 Brain injury
- 9,285,379 Bronchitis, Chronic
- 1,969,511 Burn injury
- 2,153,855 Celiac Disease
- 1,021,301 Cerebral palsy
- 32,826 Chronic Constipation
- 684,496 Chronic Dry Eye
- 2,050,507 Chronic fatigue syndrome
- 2,109,737 Chronic illness
- 6,012,045 Chronic Pain
- 2,086,127 Congenital heart disease
- 1,531,546 Coronary artery disease
- 534,577 Crohn's Disease
- 1,065,984 Depression
- 1,587,459 Drug abuse and addiction
- 664,560 Dry Eye Disease
- 1,033,127 Eating disorders
- 1,029,091 Eczema
- 2,698,887 Emphysema
- 2,076,715 Endometriosis
- 1,098,807 GERD (Gastroesophageal Reflux Disease)
- 6,959,605 Glaucoma
- 119,758,407 Gum Problems
- 16,789,333 Hearing Difficulty
- 69,482,789 Heart Disease
- **2,139,783 Heart failure**
- 5,579,825 Heartburn - GERD and/or heartburn
- 9,607 Hemophilia A
- 1,887,707 Hepatitis C
- 51,324,513 High Blood Pressure
- 5,778,678 High Cholesterol - Females age 45+
- 1,054,698 HIV/AIDS
- 115,250 Hyperthyroidism - Female
- 56,469 Hyperthyroidism - Male

- 2,162,357 IBD (Inflammatory Bowel Disease)
- 45,867,518 IBS (Irritable Bowel Syndrome)
- 1,034,616 Infectious Diseases
- 11,797,096 Insomnia - Female
- 23,081,771 Insomnia - Male
- 2,009,658 Kidney disease
- 2,074,665 Lactose intolerance
- 2,819,878 Learning disabilities
- 2,873,784 Liver Disease
- 1,476,228 Lupus
- 1,625,725 Major Depressive Disorder
- 1,047,318 Mental health
- 2,055,259 Mitral regurgitation
- 2,771,542 Mitral valve prolapse
- **1,952,984 Multiple Sclerosis (MS)**
- 1,033,944 Myocardial infarction
- 37,697,090 Nasal Allergies
- 33,962 Nasal Polyps
- 48,498,905 Obesity - Female
- 38,001,480 Obesity - Male
- 1,193,403 Opioid use disorder
- 5,381,727 Osteoarthritis
- 5,015,824 Osteoporosis - Female
- 7,145 Polycystic Kidney Disease
- 2,063,925 Polycystic ovary syndrome (PCOS)
- 2,144,019 Post-traumatic stress disorder
- 3,070,475 Psoriasis
- **243,080 Psoriasis, Plaque**
- 211,436 Rosacea
- 639,712 Schizophrenia
- 1,122,331 Scoliosis
- 241,795 Sensitive Skin
- 2,077,385 Speech and language disorders
- 992,702 Thyroid disease
- 2,909,769 Ulcers

Featured Patient Audiences

US Permission-based self-declared ailment audiences for RX and OTC indications.



Key Oncology Sub-segments

- 622,888 Bladder cancer
- 2,787,740, Breast cancer
- 907,302 Colorectal (Colon / Rectum) cancer
- 481,302 Endometrial/Uterine cancer
- 385,666 Kidney/Renal/Pelvis cancer
- 302,754 Leukemia
- 532,187 Lung cancer
- 1,041,909 Melanoma (Skin)
- 11,589 Metastatic Breast cancer
- 180,083 Multiple Myeloma
- 494,321 Non-Hodgkin Lymphoma
- 302,069 Oral/Oropharyngeal cancer
- 189,786, Ovary/Ovarian cancer
- 2,750,837 Prostate cancer
- 66,685 Small Intestine cancer
- 58,880 Stomach cancer
- 201,695 Testis/Testicular cancer
- 348,222 Thyroid cancer
- 59,133 Vulvar cancer

Additional audiences and latest counts? Just ask!

Patient and Caregiver Audience Acquisition Process


INTENT

Search & AI

Keyword
type 2 diabetes
diabetes
symptoms of diabetes
diabetes symptoms
type 2 diabetes symptoms
american diabetes association
type 1 diabetes
diabetes medications
diabetes mellitus
diabetes diet
diabetes type 2
what is type 2 diabetes
signs of diabetes
what is diabetes
diabetes treatment
type 2 diabetes treatment
type 2 diabetes diet
what causes diabetes
type 2 diabetes treatments
symptoms of type 2 diabetes

TARGET

Programmatic Ad



Patient Connects

Living with Diabetes? Overwhelmed with information? Click here for free eBook that offers expert info organized for easy reading!

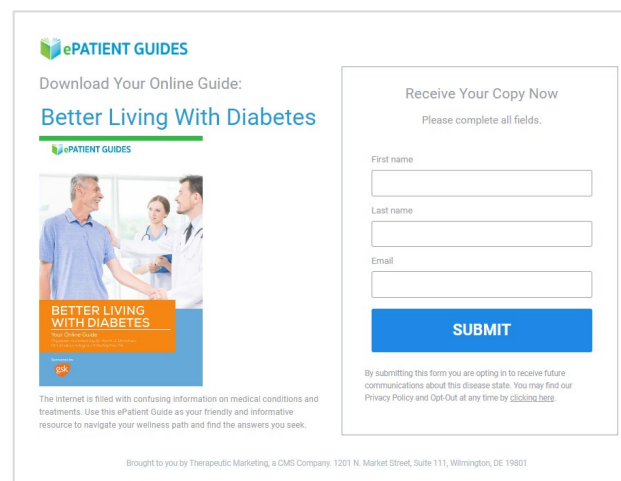
BETTER LIVING WITH DIABETES
Your Online Guide

LEAN OUTGROW US
Download eBook on Diabetes
Get your copy about better living!

[Learn More](#)

ENGAGE

Content



ePATIENT GUIDES

Download Your Online Guide:
Better Living With Diabetes

Receive Your Copy Now
Please complete all fields.

First name

Last name

Email

SUBMIT

By submitting this form you are opting in to receive future communications about this disease state. You may find our Privacy Policy and Opt-Out at any time by [clicking here](#).

Brought to you by Therapeutic Marketing, a CMS Company. 1201 N. Market Street, Suite 111, Wilmington, DE 19801

COMPLIANT

Opt-In

EMAIL FOR DOUBLE OPT-IN

Your copy of Better Living with Diabetes

[View as Webpage](#)

If you or someone you know has been diagnosed with diabetes, turn to ePatient Guides. Access easy-to-read information you can depend on when faced with that life-changing diagnosis.

Your free copy of "Better Living with Diabetes - an online guide," is available [here](#).

This ePatient Guide helps you learn about treatment and care and access FAQs and valuable resources.

We understand that searching for medical information online is a daunting task. There's so much material! Which is right? Which is useful? Use our ePatient Guide that takes the guesswork out of your search, so you can start finding answers easily.

Download Now

Bonus: if you'd like to receive additional information to help you live healthy with diabetes, be sure to [take this short survey](#).

By choosing to download this resource, you are opting in to receive future communications about this disease state. If you would like to opt-out of receiving all mailings from this sender, please [click here](#) to find our Privacy Policy and Opt-Out form.

Powered by Therapeutic Marketing, a CMS Company | 1201 N. Market Street, Suite 111, Wilmington, DE 19801

Receive More Info for Healthy Living with Diabetes

Please complete all fields.

First name

Last name

Email

Living with Type 1 Diabetes

☐ Yes
☐ No

Living with Type 2 Diabetes

☐ Yes
☐ No

Using Insulin to Treat Diabetes

☐ Yes
☐ No

Taking Oral Medication to Treat Diabetes

☐ Yes
☐ No

I authorize

☐ I authorize Data360 and its trusted third-party partners to use my personal and household information and to communicate to me using email, postal, television, radio, digital display advertising, online advertising, and print advertising, and send me valuable offers and information. I confirm I am at least 18 years of age and I agree to the terms and conditions of the Data360 opt-in and privacy policies.

I agree

☐ All responses, volunteered on this survey, are solely about me and not a member of my household, family, friends, or acquaintances. Furthermore, by volunteering responses (personal information), I hereby agree to receive information from third-party advertisers.

I consent

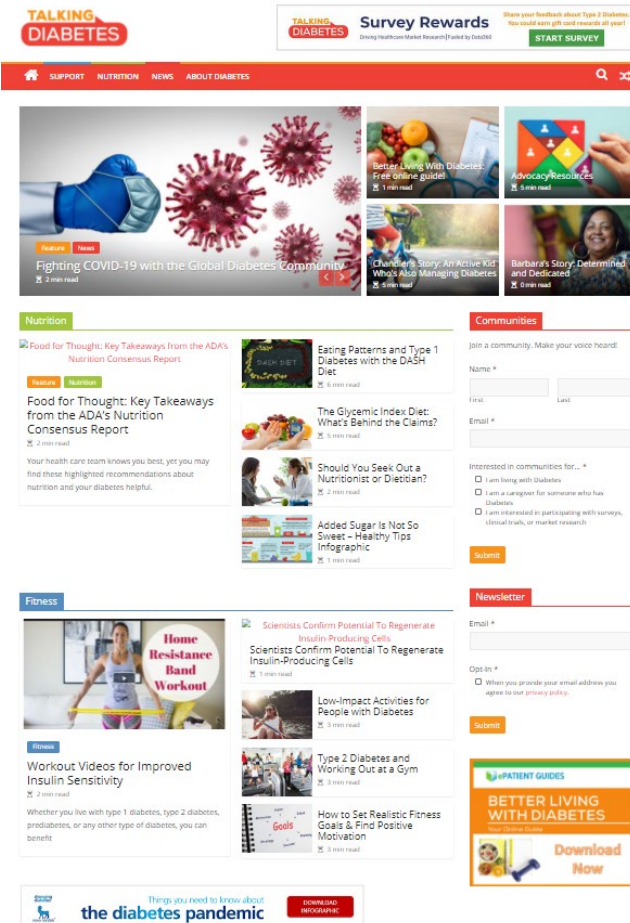
☐ I consent to receive future newsletters and eBooks with helpful information regarding ailments or conditions pertaining to my patient profile based on answers I have provided.

By submitting this form you are opting in to receive future communications about this disease state. You may find our [Privacy Policy](#) and Opt-Out at any time by [clicking here](#).

SUBMIT

Brought to you by Therapeutic Marketing, a CMS Company, 1201 N. Market Street, Suite 111, Wilmington, DE 19801

Wednesday, January 13, 2021 Latest: [Better Living With Diabetes: Free online guide](#)



Self-Service Pricing

Open CPM rates as end-user pricing in your DSP

HCP Programmatic Data Rates – Self Service

- Physician – No Segmentation (ALL): \$12.00 CPM
- Physician – Specialty or List Match: \$18.00 CPM
- NP/PA – No Segmentation (ALL): \$12.00 CPM
- NP/PA – Specialty or List Match: \$18.00 CPM
- RN – No Segmentation (ALL): \$8.00 CPM
- RN – Specialty or Custom Segment: \$12.00 CPM
- Pharmacist – No Segmentation (ALL): \$12.00 CPM
- Pharmacist – Specialty or List Match: \$18.00 CPM

- CTV Execution - +\$2.00 CPM

Standard physician-level data and custom list match deployment available at no extra cost!

All prices include deployment to your DSP seat, zero minimums or setup costs. All standard segments are published in the LiveRamp Data Marketplace and natively in many top DSPs. PLD available monthly by the 15th of each month. Requires use of Throttle DMP in MediaMath or The Trade Desk with DSP logs sent by the DSP to Throttle.

DTP Programmatic Data Rates – Self Service

- DTP Patient Activation – Oncology Audiences: \$3.50 CPM
- DTP Patient Activation – All Other Conditions: \$2.25 CPM

- CTV Execution - +\$1.25

First-party opt in audiences, NAI compliant!



Social Media use for either audience requires LiveRamp social activation agreement or a direct billing agreement with AS. Audience is onboarded as a first-party segment. Cost varies by onboarding method.

Social Media Pricing Details

Deployment via LiveRamp

May be used in Facebook, Instagram, LinkedIn, Twitter, Snap and Pinterest.
No setup costs or minimums.

Billed as a percentage of media spend: All RNs – 25%; Specialty RN, Respiratory Therapists, Dental, Physician, NP/PA, Pharmacist – 33%

Not a direct LiveRamp Customer?

Reach out for additional options.



Finding and Using our Specialty Data

Syndicated Segments:

- Our full catalog of HCP, Pharmacist, NP/PA and Registered Nurse audiences are fully published and syndicated for immediate use in the **LiveRamp Data Marketplace**. [You can download our complete Taxonomy here.](#)
- Also live natively in MediaMath, Xandr Invest, DV 360 and many other top DSPs.
- Standard or custom segments can be deployed to any DSP seat integrated with LiveRamp without the need for a LiveRamp account by the advertiser or agency. For a list of supported DSPs and Publishers, [please visit this page](#) and filter on Destination Capabilities = Data Marketplace Destination.
- To request a custom list match, or specialty segment for deployment to your DSP seat, please contact us at sima@shermanmmg.com

We look forward to continuing the conversation

For any questions or support needs related to data activation, please connect with your Audience Synergy representative, or send an email to data@audiencesynergy.com.

