



Revolutionize Your Healthcare Digital Marketing

W/ PurpleLab + Haymarket + Throttle (PHT)

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Digital advertising in healthcare needs a check-up.

After years of digital spend growth and increasing complexity of tech stacks, marketing budgets are being reassessed to optimize budgets and improve engagement. Hundreds of unique offerings have emerged touting high-impact solutions that often fall short of their promises. Due to this, the industry has seen a transition to in-house capabilities with a focus on consolidation, collaboration and visibility across channels and partners.

However, making this transition is not always easy. Marketers must carefully select their most favorable execution platforms that can deliver across channels as well as the most capable data partners that can address media buying teams' needs.

So where does a marketer start? The first step lies in identifying the right partners, those offering robust and synergistic services to fuel your digital transition.



Accelerate your digital marketing transformation with PHT.

PHT is a unique, first-to-market data solution that combines endemic publisher 1st-party data with market leading clinical claims data to give clients unmatched precision and control when designing audiences for campaign activation. We understand the value of reaching healthcare professionals broadly or within niche groups. We provide customized solutions for any use case by segmenting audiences by specialty, profession, treatment behaviors, and more.

Do more than just activate media:

Measure the full impact of your media investments across leading digital channels down to the individual HCP to garner valuable insights regarding your target physicians.

Deterministic 1:1 Identity Solutions: Access an omni-channel identity graph that's unparalleled in precision.

Audience Efficiency: Dive into an extensive library of over 600 ready-to-use audiences thanks to our syndicated HCP & DTC taxonomies.

Tailored Audience Creation: Craft highly relevant HCP or model consumer audiences for enhanced engagement.

Reach and Scale: Identify your audience at the individual level to ensure maximum match rates.

Streamlined Onboarding: All activities are automatically coordinated across platforms to flow seamlessly for execution.

Effective Measurement: Match and capture PLD where it has been challenging in the past.

Seamless Integration: Efficiently onboard audiences to premier media platforms.

User-friendly Tools: Simplify the planning and measurement process with easy to use tools.

Strategic Insight: Leverage our Physician Experience Reports Platform to stay ahead of the curve.

Forward-Looking Capabilities: Benefit from cookieless targeting and a consensual relationship with HCPs, powered by first-party data.

Comprehensive Support: Access a dedicated support team and flexible pricing structures.

Consistent Updates and Transparency: Stay updated with regular data refreshes and maintain an edge.

Embark on your digital transformation journey.

Ready to enable your brand to identify, reach, and engage with more valuable HCPs? Connect with one of our team members today.