

Welcome. Part of Propeller's mission and promise is to be at the forefront of digital. We consistently strive to bring innovation and creativity to our healthcare partners and their customers.

It is in this spirit that we curate a quarterly experience, strategically selecting the latest, most important digital marketing trends and tech innovations—and assess the impact each of these has in healthcare, and why it's important for you to know now.

**Together, let's be experts and so on the Pulse!**

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## The Ever-Evolving World of Programmatic

### OVERVIEW

There is more data available than ever before. It's time to set your eyes on the prize: welcome to automatic omnichannel. With such depth and breadth of insights and analytics today, healthcare marketers can create a highly connected and targeted experience for customers, marrying online and offline channels to create an omnichannel universe.

In this edition of Propeller Pulse: The Edit, we are narrowing in on programmatic—algorithmic software that handles the sale and placement of digital ad impressions via ad exchange platforms in a fraction of a second. We're looking at its targeting power from various angles—the different ways to use programmatic and maximize its value so customers are seeing (and hearing!) the most relevant, timely ads that fill a genuine need and interest, in synergy with the next touchpoint.

#### TREND #1

## PROGRAMMATIC DIGITAL OUT OF HOME (pDOOH)

**The new "outdoor advertising" is TARGETED**

### What is it

- Billboards, on-car ads, and bus stop shelters are some examples of the original forms of advertising—all of which live outside of the home and in public spaces. In a digital era, Digital Out of Home (DOOH) advertising is the re-invention of these ad forms, using AdTech (geo-fencing, tracking, retargeting, personalizing, attribution, and measurement) to power them
- With data and insights being used to target advertising to us from all angles, it's no surprise that the same technology is now used to create personalized DOOH experiences
- In the last few years, more online and mobile demand-side platforms have begun integrating with DOOH supply-side platforms to make programmatic DOOH advertising more accessible to omnichannel media buyers

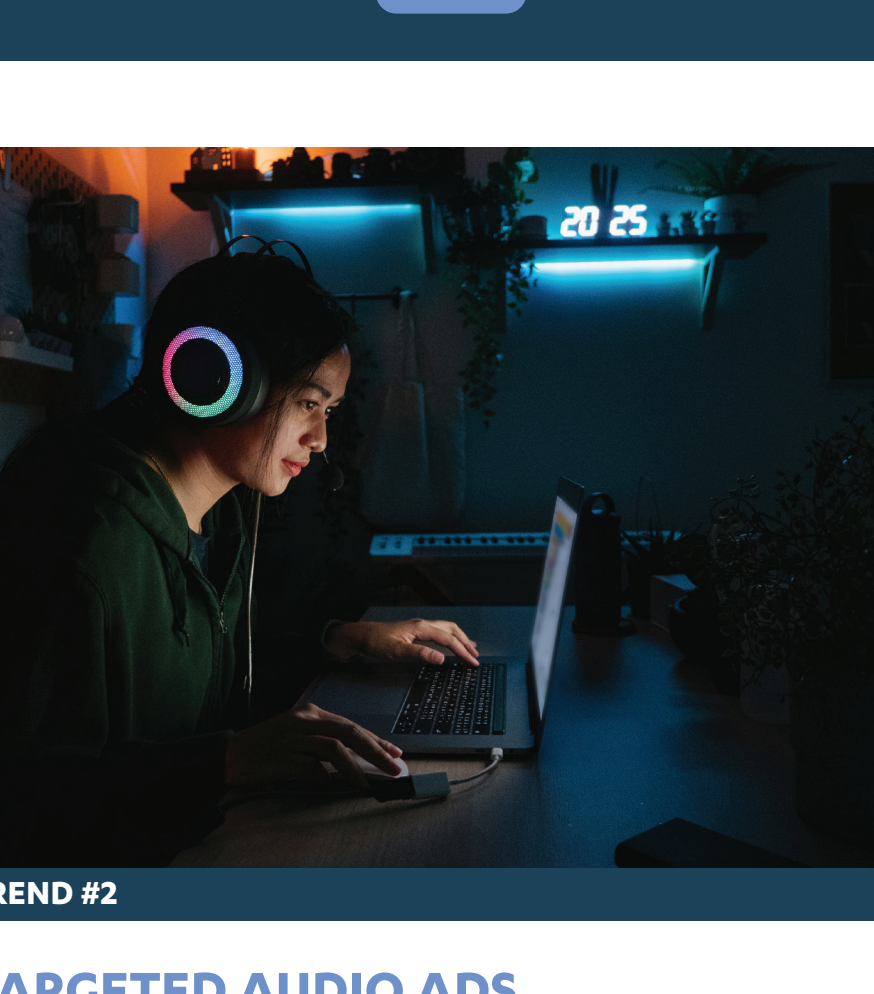
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### What it means for healthcare

- The precise targeting and high contextual relevance that programmatic DOOH advertising offers is extremely valuable to healthcare brands because it can be used to tap niche audiences in key places. The programmatic ad-buying process and targeting makes these ad spots extremely accessible and creates a campaign that's highly effective
- What makes programmatic DOOH so effective for healthcare brands is that programmatic DOOH campaigns are optimized using real-time behavioral and geographical data, making the ad that much more personalized to hit home for doctors, surgeons, and other healthcare professionals in key places like hospitals or doctors' offices

- Not only does programmatic DOOH advertising allow for the execution of highly personalized and targeted campaigns, but also one of its biggest advantages is its ability to keep up with the ever-evolving healthcare market. Healthcare brands have the opportunity to quickly pivot messaging and engage with customers in more meaningful ways based on location and situational factors

#### AI-POWERED DOOH



Meet **Vertical Impression**, the company behind elevator DOOH advertisements. Their tech uses Artificial Intelligence (AI) audience analytics to power unique messages to audiences in real time based on geographic, psychographic, and demographic variables, and even physical attributes

- In a recent partnership, Lasik MD tapped Vertical Impression's AI audience analytics platform to detect if elevator riders were wearing glasses, sunglasses, or no glasses. Once detected, the riders were shown ads specific to the type of eyewear they had on at the moment

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#### TREND #2

## TARGETED AUDIO ADS

**The noise around ambient listening integrations**

### What is it

- Audio Ads are voiceover advertisements that are integrated into popular ambient listening experiences like streaming services, podcasts, and audio-chat platforms. These voiceover advertisements can be served using the following formats:
- Linear audio ad formats work like video ads where third-party insertions are placed inside the main program, similar to video pre-roll, mid-roll, and post-roll
- Host-read ads are native ads in audio format where the pre-recorded voiceovers are placed dynamically throughout the ambient listening experience

- With audio streaming at an all-time high, leading platforms are now creating turnkey audio ad buying solutions for brands to easily connect with customers, tapping highly personalized data points by using the power of programmatic

- Programmatic audio ad buying strategies are helping brands connect with customers in an ambient environment. As customers stream their live audio programming, programmatic ads capitalize on the context of what's being listened to and surrounds the customer with messaging—in a passive way

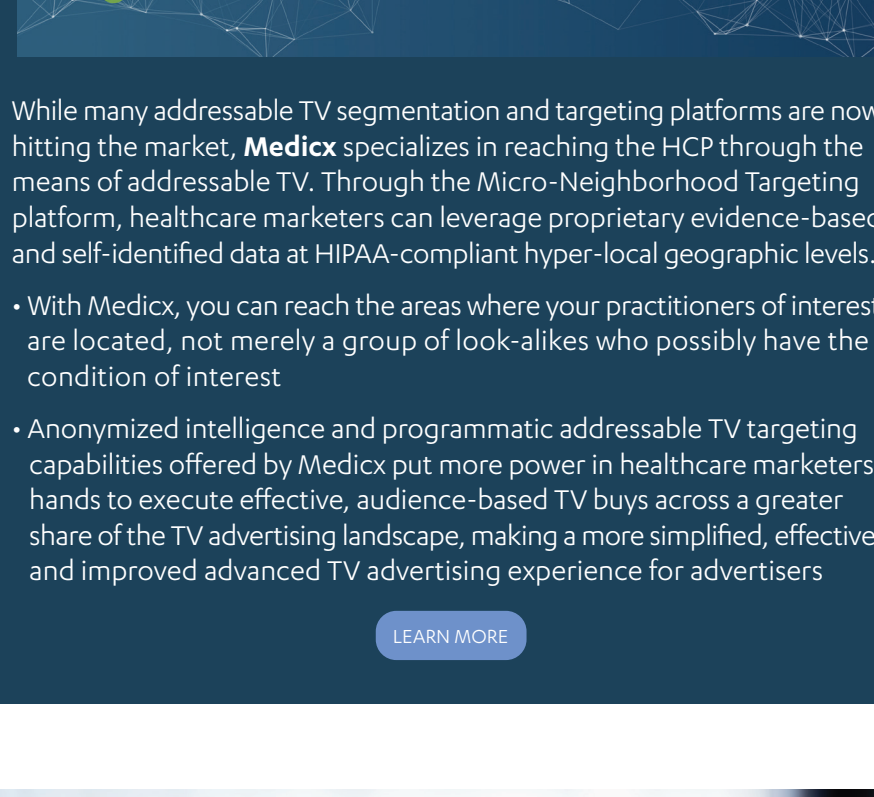
### What it means for healthcare

- HCPs have accelerated the use of audio-chat and podcasts to discuss pressing issues, products, and patient needs with other HCPs, even jumping on newcomer audio-chat platform Clubhouse and Twitter Spaces to host key industry discussions. While Clubhouse does not yet offer programmatic audio ad buying, other streaming brands like Spotify and Google are championing it, and it's predicted that other popular audio-chat apps like Clubhouse won't be far behind

- With Spotify and Google supporting programmatic audio ad buying, the strategy is becoming easier to integrate into digital campaigns. Healthcare marketers can tap the data tools to easily reach niche HCP audiences and connect with them via a channel that's hands-free and integral in their workspace and daily lives

- According to a report published by The BMJ, roughly 72% of the time, music is played in the operating room to reduce anxiety levels and improve efficiency, making it an organic way for healthcare marketers to reach surgeons when they're in a mindset that makes the ad that much more relevant to them

#### SPOTIFY, PAVING THE WAY IN PROGRAMMATIC AUDIO OPPORTUNITIES



One of the world's most popular audio streaming companies, **Spotify**, is leading the way for programmatic audio ad capabilities, helping advertisers reach listeners both on and off their platform through turnkey custom audio messaging

- The Spotify Audience Network, which launched in February 2021, is an audio advertising marketplace where advertisers can scale their messaging to highly targeted audiences across all kinds of ad-supported music and podcasts. Third-party publishers will have the ability to tap into dynamic ad insertion through Spotify for the first time

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#### TREND #3

## TARGETING VIDEO IN TELEVISIONS OF HCPs

### Addressable TV

### What is it

- Addressable TV is augmented television buying, allowing advertisers to shift from targeting programs and content to targeting audiences instead. Addressable TV ads are dynamically inserted at the household level through cable, satellite, and IP TV delivery systems
- Advertisers can use addressable TV to target an audience in a more specific way, moving beyond broad demography to reach more exact audiences

- For those who are still watching television via traditional cable, addressable TV helps advertisers reach them using the same kind of highly personalized, augmented, and data-driven targeting capabilities that OTT offers

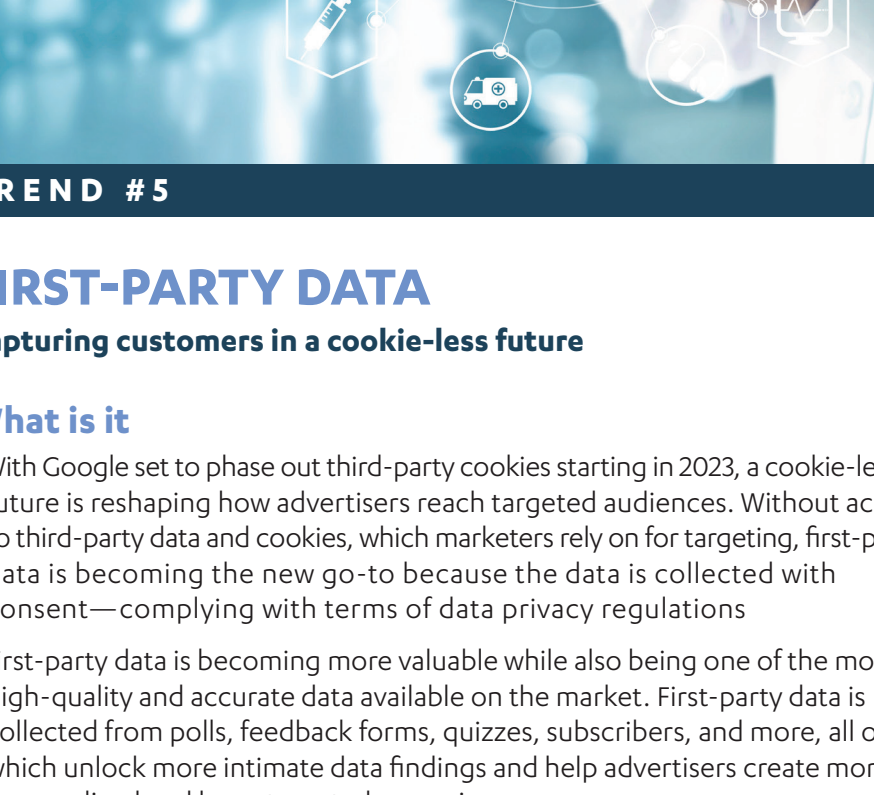
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### What it means for healthcare

- For healthcare marketers, addressable TV means being able to activate video/commercial campaigns programmatically, reaching audiences in real time wherever they are as part of an omnichannel marketing approach
- Addressable TV allows advertisers to use programmatic data in real time to serve local TV ads, which is especially helpful in reaching unique populations. For example, an allergy brand from a pharmaceutical company could buy a spot programmatically based on the pollen levels at an HCP's location and feature messaging that pointed to the pollen count being high within the commercial itself

- Some addressable formats can target the ZIP code level, allowing healthcare marketers to zero in on HCPs in specific areas where the population might be more susceptible to certain conditions. With different SES factors and where access to care is limited, marketers can adapt messaging to be specific to HCP households

#### THE AUDIO PHENOMENON IN SOCIAL



While many addressable TV segmentation and targeting platforms are now hitting the market, **Medixx** specializes in reaching the HCP through the means of addressable TV. Through the Micro-Neighborhood Targeting platform, healthcare marketers can leverage proprietary evidence-based and self-identified data at HIPAA-compliant hyper-local geographic levels.

- With Medixx, you can reach the areas where your practitioners of interest are located, not merely a group of look-alikes who possibly have the condition of interest
- Anonymized intelligence and programmatic addressable TV targeting capabilities offered by Medixx put more power in healthcare marketers' hands to execute effective, audience-based TV buys across a greater share of the TV advertising landscape, making a more simplified, effective, and improved advanced TV advertising experience for advertisers

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#### TREND #4

## NATIVE ADVERTISING

**Synergizing brand messaging with contextually relevant editorial**

### What is it

- Native advertising is paid advertising where the ad matches the form, feel, and function of the content of media on which it appears
- Native ads are placed within relevant editorial content, and formats blend in with the style and voice of the page they appear on. While native advertising is nothing new—and has always been a valuable strategy for marketers—programmatic capabilities are helping advertisers leverage machine learning and contextual signals to customize the ads according to user preferences, placing them at appropriate places at appropriate times

- Programmatic buying allows advertisers to make their ads more relevant, tailoring them contextually to both the user and the placement, which results in a stronger performance

### What it means for healthcare

- The strategy behind native advertising works especially well for healthcare marketers because it offers advertisers an opportunity to blend brand messaging alongside relevant information. With the content piece working to educate the HCP about different treatment options, data, products, and more, advertising placement can do the same to create a holistic and organic consumer experience

- Because programmatic native ads can target articles that are relevant to HCPs, it's a way to strengthen your message and align information
- For healthcare marketers, creating a programmatic native campaign that feels organic means using terminology carefully and strategically, using dynamic headlines for context and personalization, and creating a completely seamless and transparent experience

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#### AI CONTEXTUAL TARGETING TOOLS



Artificial Intelligence is creating a world of new native programmatic marketing tools, tactics, and opportunities. Here are a few ways in which **The Google AdSense** platform is using AI to help advertisers execute native programmatic campaigns, placing creative in the right environments:

- By scanning the web for key words that align with a campaign's messaging, Google AdSense will automatically place the ad where the site's context aligns with the ad's context to help ensure maximum campaign performance
- Smarter ad sizing will automatically adapt the size of the ad to the size of the medium, meaning the ads will be eligible to fill more ad units, increasing reach
- Google AdSense helps brands drive campaign success with an easy-to-use, fully automated platform that makes smart decisions on the brand's behalf

#### TREND #5

## FIRST-PARTY DATA

**Capturing customers in a cookie-less future**

### What is it

- With Google set to phase out third-party cookies starting in 2023, a cookie-less future is reshaping how advertisers reach targeted audiences. Without access to third-party data and cookies, which marketers rely on for targeting, first-party data is becoming the new go-to because the data is collected with consent—complying with terms of data privacy regulations

- First-party data is becoming more valuable while also being one of the most high-quality and accurate data available on the market. First-party data is collected from polls, feedback forms, quizzes, subscribers, and more, all of which unlock more intimate data findings and help advertisers create more personalized and laser-targeted campaigns

- Now, Data Management Platforms are making first-party data readily available for programmatic, which means turnkey, real-time campaigns that are delivered using the most accurate and high-quality data available, all while complying with new data privacy legislation

### What it means for healthcare

- "Within healthcare, there's nothing more paramount than privacy, things like data usage opt-in, opt-out consent," (PulsePoint) so when it comes to healthcare marketing, tapping first-party data programmatically means healthcare marketers can reach highly specific HCP audiences without worrying about being intrusive because the HCP has agreed to receive the targeted messaging

- Historically, healthcare marketers relied on third-party data sets to programmatically target and measure digital campaigns. As a result, they were often unable to determine if the individual they were trying to target was actually an HCP. With first-party data, the individual consensually provides the information themselves, making the programmatic targeting extremely accurate

- And with a cookie-less future in sight, first-party data can also help healthcare marketers reach HCPs programmatically with concrete insights and analytics, maintaining campaign efficiency while reaching a responsive and attainable opt-in audience

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#### PUBLISHERS & PROGRAMMATIC



Publishers currently have the most robust first-party data strategies, with readers yielding valuable audience insights that publishers can then use to predict future behavior patterns

- Pharma marketers can pursue programmatic deals with high-quality publishers who have opt-in physician audiences, making it possible for healthcare marketers to scale campaigns while still maintaining campaign accuracy numbers

- Publishers gather data on millions of unique visitors each month, and with the recent acquisition of PulsePoint by WebMD and Medscape, for the first time ever, healthcare marketers have access to a platform that facilitates programmatic buying on publisher sites that's strictly for the healthcare industry. The partnership has 100 billion daily opportunities evaluated

## PROPELLER'S CURATION PROCESS

Propeller is passionate about identifying trends that are important for your business and customers—and we're always looking for the next big thing. We scour the internet and social platforms, read marketing handbooks, listen to what our clients are interested in, and look at what's being talked about in our healthcare industry. We use all this information to find patterns of what's popular, determine their importance, and carefully edit it down to a short-list of must-knows in digital marketing and technology.