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## INTOUCH SOLUTIONS LAUNCHES INSIGHT MEDIA MARKETPLACE

**KANSAS CITY (August 17, 2016)** – Intouch Solutions, a leading marketing agency serving the pharmaceutical industry, has launched [INSIGHT Media Marketplace](#), a new in-house advertising trading desk built specifically for the life sciences industry. INSIGHT expands Intouch’s standard media planning and buying services to include a programmatic option for media buying.

The new INSIGHT platform provides automated access to ad inventory on hundreds of thousands of websites, enhanced creative possibilities across entire media programs, and the flexibility to adjust and optimize media campaigns on the fly based on real-time results. The automated platform and ultra-targeted approach provide scale, cost and time efficiencies.

“We are excited to roll out this new offering which reflects how media buying, like online bill pay and shopping, is becoming increasingly automated,” said Faruk Capan, CEO of Intouch Solutions. “Programmatic media buying is becoming more feasible and safe for regulated industries. INSIGHT features the best of the next generation in media planning and buying services.”

INSIGHT was created based on the early success of Intouch Solutions’ initial programmatic media buying services which began in 2014.

“INSIGHT represents the logical next step in our development of media buying platforms to help our clients,” said Tina Breithaupt, vice president of media services at Intouch Solutions. “We understand the needs of our clients, as well as the guidelines that exist within the pharmaceutical industry. By providing this service in-house, we can fully integrate all facets of our clients’ advertising programs.”

### **About Intouch Solutions Inc.**

Founded in 1999, Intouch Solutions Inc. is a privately held marketing agency with offices in Kansas City, Chicago, New York City and London. Intouch employs more than 650 people and has been named Agency of the Year five times by several industry publications. Specializing in solutions for the pharmaceutical and healthcare industries, Intouch is redefining what marketing means to these industries. Contact Intouch at [getintouch@intouchsol.com](mailto:getintouch@intouchsol.com) or visit them on the Web at [www.intouchsol.com](http://www.intouchsol.com).

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