



INSIGHT
media marketplace

programmatic buying is in the house

Built by Intouch Solutions and designed specifically for the life science industry, INSIGHT Media Marketplace expands Intouch's standard media planning and buying services with

a programmatic solution. INSIGHT brings together precise display media targeting, message tailoring and automation to create extreme efficiencies in scale, effort and cost across channels.

smarter, more
efficient, cost-
effective campaigns

in-house expertise

In-house management means that there's an Intouch expert watching over your campaign every step of the way. It also enables

an advanced level of integration across a brand's entire digital ecosystem — media, search, CRM, social, content and more.

data-driven

A robust repository of third-party data from a variety of sources like Axiom, Experian and Nielsen drives precise audience targeting.

Plus, INSIGHT campaigns get "smarter" over time: the more we learn about an audience — their interests, their occupations, their site visits and purchase habits — the more refined our targeting becomes.

powered by





cost-effective

An “auction approach” to spending lets us bid on ad inventory in real time to control costs, maximize budget dollars and target audiences at scale.

In one current campaign, INSIGHT is outperforming a third-party trading desk, with a four times higher visit rate + more than 80% savings in cost-per-engagement metrics.

flexible

Seeing campaign results in real time makes it easy to adapt, optimize and customize your message across multiple channels: display, mobile, social, video, native advertising and television.

4X higher visit rate + more than 80% savings

features

what it means for you

Automated platform	Access to ad inventory on hundreds of thousands of websites & a massive data library guides precision audience targeting
Enhanced targeting: by relevance, geography, demographics, behavioral	Smarter ad spending and a better audience experience
Real-time results	Ability to dial campaigns up or down, gaining more results with less budget
Integration with predictive modeling data & tools	Look-alike audience models uncover new audiences
Retargeting capabilities	Ability to repeat, remind, re-emphasize and customize messages to specific audiences
Intra-agency insight sharing	Cohesive, informed cross-agency view

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