



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

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| 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 |

contact

> Kansas City

7045 College Blvd.
Suite 300
Overland Park, KS 66211
p 913.317.9700

> Chicago

205 N. Michigan Ave.
Suite 3100
Chicago, IL 60601
p 312.540.6900

> New York

469 Seventh Ave.
10th Floor
New York, NY 10018
p 646.532.4848

> London

6-8 Bonhill Street
London
EC2A 4BX
p +44.20.32392129

Want to learn more about INSIGHT?

Contact Wendy Blackburn at 913.956.4328
wendy.blackburn@intouchsol.com
intouchsol.com