

AdTheorent Health Audiences Efficiently Exceeded Client Conversion Benchmarks with Minimal Audience Overlap*

Client Objective:

Effectively reach patients diagnosed with Type 1 Diabetes and efficiently convert them to brand's script

AdTheorent Health Solution:

AdTheorent Health Audiences targeted Type 1 Diabetes patients who have received treatment and have commercial insurance. In-stream video and cross-device display banners reached patients when they were most receptive to making treatment decisions

CAMPAIGN RESULTS

2.3x

Exceeded client display Rx Lift benchmark by 2.3X

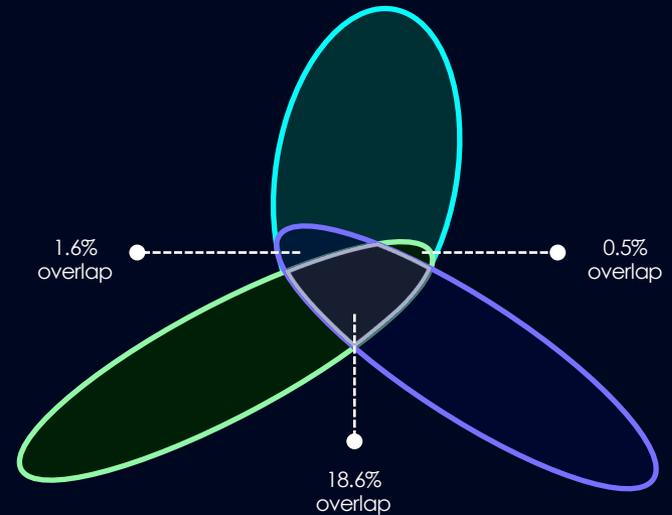
1.2x

Exceeded client video Rx Lift benchmark by 1.2X

85%

85% of AdTheorent Health Audience reach was unique

REACH OVERLAP OF 3P AUDIENCES V. ADTHEORENT HEALTH AUDIENCES



- ADTHEORENT HEALTH AUDIENCE
- 3P AUDIENCE A
- 3P AUDIENCE B
- ADTHEORENT + 3PA + 3PB

*when compared to 3P audience segments