



Solutions to support your digital **healthcare** campaigns



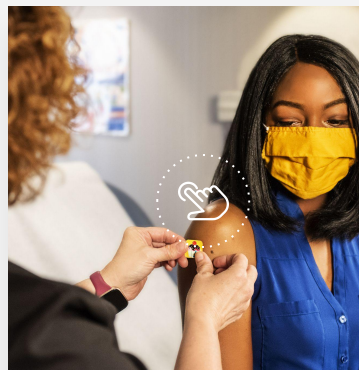
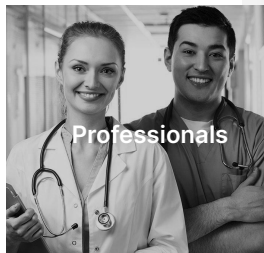
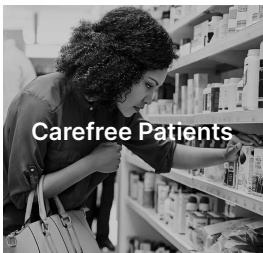
A booming industry adapting to major change

Technology was transforming healthcare long before the Covid-19 pandemic introduced the need for remote care. Patients have increasingly embraced wearable technology and IoT devices to monitor their health. Globally, there are currently 10M* mobile health apps available for download. Data from these apps is being combined with AI to detect potentially life-threatening conditions earlier.

And telemedicine, which was underutilized before the pandemic, is now here to stay. By 2025, it's estimated that 70M patients will be using telehealth services - an increase of 57% compared with 2022.

Equativ helps you connect with patients and healthcare professionals

1. Providing advanced consumer insights



Proactive Patients

- **Consult a professional online** when feeling unwell
- Have strong interest into **alternative medicine** and **meditation**
- **Are more likely to use medical websites** for treatment discovery

Get more insights on how healthcare audiences think, shop and where to find them online!

[Book a meeting](#)

2. Delivering result-oriented campaigns, though:

Audience Targeting

Influence current and prospective patients throughout their health journey by targeting their real-time interests.

Contextual Segments

- **Pharma** (hyper targeting around conditions and symptoms)
- **Infertility**
- **Pediatrics**
- ...

Data Segments

- **Fever**
- **Pediatric fever**
- **Cough**
- **Earache**
- ...

Efficient Auction Packages

Unlock the power of Auction Packages to reach users at scale. Save time with premade Auction Packages.

1. Premium Medicine Websites

Video | Desktop & Mobile | USA
Suggested Bid: \$5
Deal ID: [106564244832](#)

2. Healthcare Professionals

Display | Desktop & Mobile | USA
Suggested Bid: \$3
Deal ID: [209492975037](#)

2. Family CTV Channels

Video | CTV | USA
Suggested Bid: \$35
Deal ID: [901716918582](#)

Enhanced Ad Experience

Tell a story that will resonate with users and drive meaningful actions directly within the ad.

Recommended Formats

- **QR Code on CTV**
- **Video + Background**
- **Video + Sidebar**

DCO strategies

- **Weather Targeting** (humidity level, pollen triggers for allergies season etc.)

Across relevant inventory




Health Information

  Patient
health healthline
EVERYDAY HEALTH

Medical Services

  **Drugs.com**
Know more. Be sure.
MedicineNet

Health & Fitness Apps

 MyFitnessPal:
Calorie Counter
 My Water:
Daily Drink Tracker
 Fooducate:
Nutrition Coach

Our team is already helping 35K+ brands across the globe, ensuring they deliver memorable ad experiences. With both managed service and programmatic activation, we help healthcare brands exceed their goals.

[Get Started](#)