

HEALTHCARE

QUESTIONS FOR YOUR MEETING

- Is your business impacted by seasonality (year-end HSA/FSA dollars, October Breast Cancer screenings, spring physicals, etc.)?
- Are there specific service lines that need to be focused on in 2022 (oncology, primary care, etc.)?
- Does your business rely on doctor referrals, or can patients work with you directly?

POTENTIAL PROSPECTS

- Hospitals/Clinics
- Fertility Clinics
- Dentists
- Plastic Surgeons
- Optometrists
- Medical Marijuana
- Physical Therapy
- Healthcare Specialists

TARGETING TO CONSIDER

Below are some targeting options for the healthcare vertical. Display, native, audio, and video assets can be used to execute this targeting. Adjust targeting based on campaign goals and target audience.

Audience Targeting



Health & Medical, Healthy Living, Health Insurance. Find users who have shown a behavior or interest in healthcare.

Contextual Targeting



Healthcare, Health & Fitness, Health Insurance, COVID-19. Reach users who are reading and consuming content about healthcare.

Hyperlocal Targeting



Geo-fence doctor's offices, hospitals, and pharmacies to reach a user based on their current GPS location.

Retargeting



Re-engage users who have already shown an interest in the advertiser and visited their website.

