

Connected TV for healthcare brands.

Strategic, accountable connected TV for hospital systems, practices and health brands. No tracking pixel and no patient data required to start.



Grow awareness and appointments across every market you serve.

One campaign frame that works for a hospital system, a specialty practice group or a health brand.

OBJECTIVE

Awareness that turns into visits

Grow brand awareness and affinity for your locations, leading to more site traffic and new patient appointments.

TARGETING AND GEOS

The households that are choosing

In-market for healthcare services, parents of children under 12, PPO and HSA holders, specific service lines. Any DMA, ZIP list or radius.

KPIS

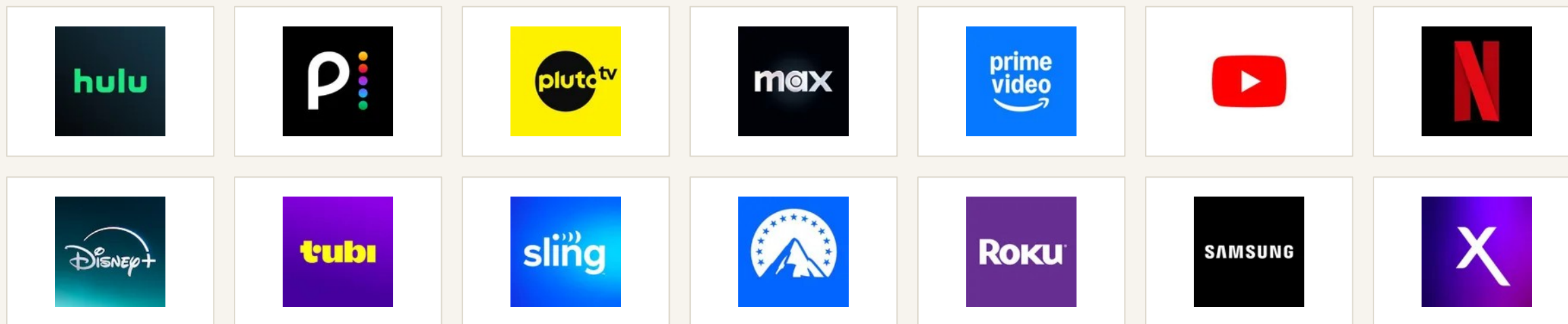
Measured without patient data

Brand lift study and after-ad influence. No tracking pixel and no HIPAA data needed for either.

Reach the household before it searches. *Prove it without a pixel.*

Activate your audience across 200+ apps and publishers.

Premium streaming inventory, bought programmatically, under one frequency cap.



Two hundred apps is the reach. *One plan and one report is the point.* INCLUSION INDICATES INVENTORY ACCESS, NOT ENDORSEMENT.

Pre-sale intelligence.

Market trends, audience demographics and guiding metrics, compiled across our research partner network before a dollar is committed.

The logo for reonate, featuring the word "reonate" in a lowercase sans-serif font. The letter "o" is stylized with a blue and orange circular graphic element.The Nielsen logo, consisting of a colorful geometric icon made of four triangles (red, green, blue, and yellow) followed by the word "Nielsen" in a bold, dark blue sans-serif font.The EMarketer logo, featuring a stylized red "EM" icon followed by the word "EMARKETER" in a bold, black sans-serif font.The MediaRadar logo, featuring a stylized orange and red circular icon with a signal-like shape inside, followed by the word "MediaRadar" in a black sans-serif font.The AdImpact logo, featuring a colorful circular icon with three stylized human figures inside, followed by the word "AdImpact" in a bold, black sans-serif font.

What you get

A market read, a persona set and a benchmark before planning starts.

How it is used

Sizes the buy, chooses service lines and sets the lift questions.

Why it matters

Healthcare demand is local and seasonal. The plan should be too.

RESEARCH PARTNER LOGOS BELONG TO THEIR OWNERS. ACCESS IS THROUGH THE JUDI MEDIA PLANNING STACK.

Healthcare TV stalls on two fears: patient data and unprovable reach.

Both are solved before the plan is written, not after the flight.

WHAT HOLDS YOU BACK

The compliance question

Every targeting idea gets asked the same thing: does this touch patient data? Most vendors cannot answer cleanly, so the plan shrinks to a demo.

WHO IS TO BLAME

Reach-only reporting

Broadcast habits sold on impressions and GRPs. Nobody could say whether the campaign moved appointments, so the budget stayed cautious.

WHAT CHANGES

Modeled households, measured outcomes

Segments built from licensed, modeled data with no patient records. Lift and after-ad influence read without a pixel. The plan grows because it can be proven.



No patient data in. *Proof of appointments out.*



Targeting

Third-party health data, public social signal, app ownership and contextual behavior.

Targeting strategy.

188 data partners, used one layer at a time so every segment can be named on the report.

Third-party audience data

- Demographics: age, income, family composition.
- Online behavior, such as symptom and condition research.
- Insurance plan type and carrier, modeled by the provider.
- Service-line intent: cardiac, orthopedic, urology, bariatric, PT.



ORACLE



SPECIALISTS
MARKETING SERVICES

skydeo



neustar

audigent



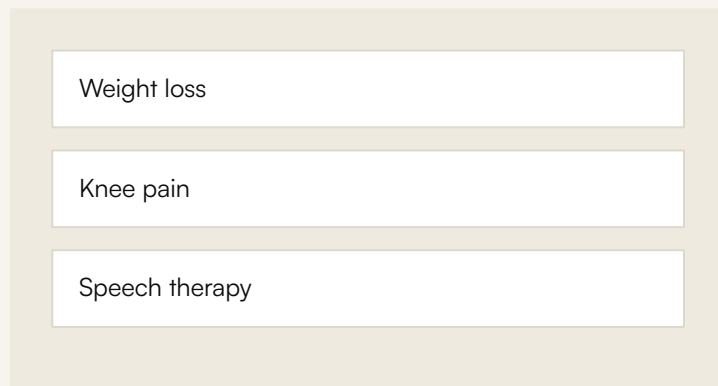
SEGMENT NAMES AS LISTED BY EACH PROVIDER. PLAN-TYPE AND CARRIER SEGMENTS ARE MODELED, NOT SOURCED FROM PATIENT RECORDS.

Social signal targeting.

Pick one to three health topics. A model reads public posts for those topics and builds a keyword segment we run on connected TV.

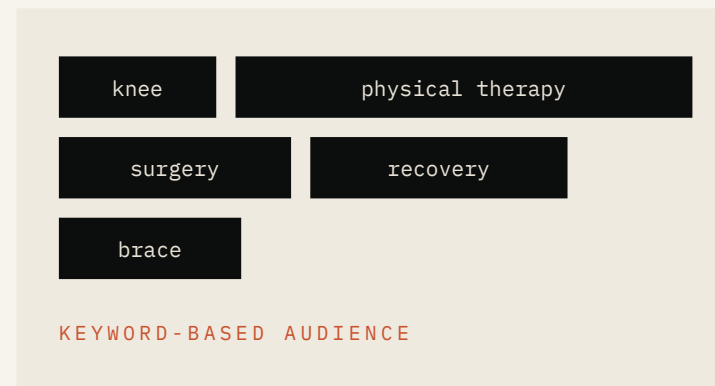
STEP ONE

You pick the topics



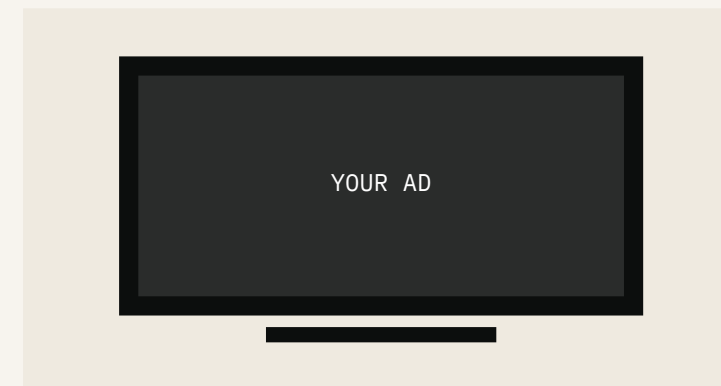
STEP TWO

Topics become a keyword set



STEP THREE

We buy it on connected TV



Built from public content only. You get the segment's specs in writing: audience count, refresh rate, lookback and whether it is modeled.

Public content in, modeled households out. *No patient data touches the plan.*

App install targeting.

Reach households that have already downloaded the apps that signal your category.

1

Identify the apps

Telehealth, pharmacy, insurance and fitness apps aligned with your audience goals, for example Doctor on Demand, MDLive, BetterHelp, Cigna or GoodRx.

2

Match the households

Licensed device-level app ownership data identifies the households that have those apps installed.

3

Activate on connected TV

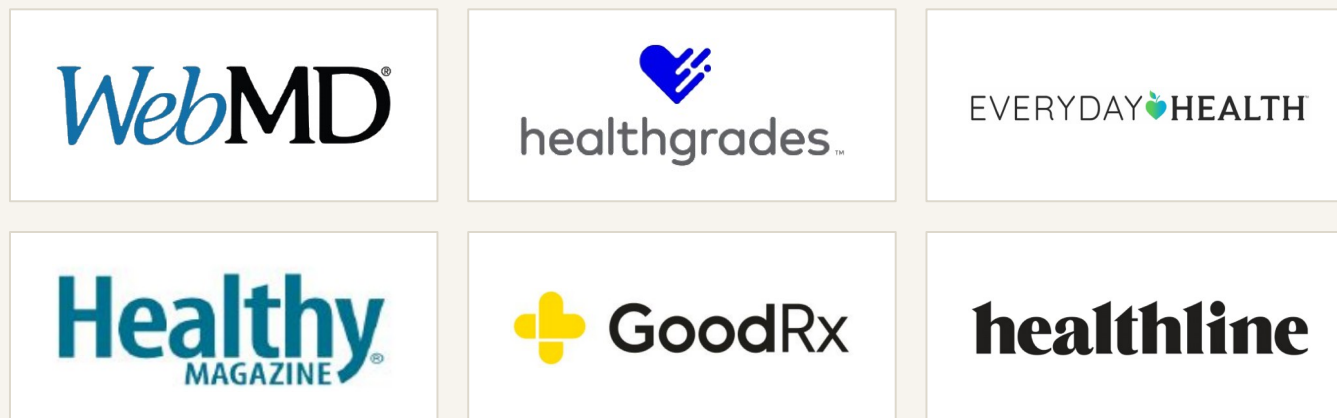
The segment runs on premium streaming inventory alongside the rest of the plan, under the same frequency cap.



APP OWNERSHIP DATA IS LICENSED FROM A THIRD-PARTY PROVIDER; APP NAMES BELONG TO THEIR OWNERS AND INDICATE CATEGORY SIGNAL, NOT PARTNERSHIP.

Smart audience contextual targeting.

Serve connected TV to households that engaged with relevant healthcare content online in the last 30 days.



Sample of the healthcare sites whose readers are retargeted with your CTV ads.

They read about the condition on Tuesday. *They see you on the TV by Thursday.*



PUBLISHER LOGOS BELONG TO THEIR OWNERS AND INDICATE CONTEXTUAL REACH THROUGH THE BUYING PLATFORM, NOT A DIRECT PARTNERSHIP.

Audience data: healthcare seekers and active families.

Ten example segments already built for healthcare campaigns, ready to activate on day one.



US > Law and Government > Legal >
Accident and Personal Injury Law



Medical Health > Diseases and Conditions
> Injuries
Reproductive Health > Pregnancy



Behavioral Audience > Golfers
Enthusiast > Runners



United States > Reach/Scale/Awareness >
Retail > Parents with Children / Kids



Network > Intent > Scale > Parents with
children from primary school to teenagers



Consumer Watch Network > IAB Category
Code > 3494 > In-Market > Legal >
Personal Injury Law



Browser Activity and Contextual Ad
Engagers > Health and Wellness > Injuries
and Accidents



Location > Out and About > Dazzling
Demos > Parents With Children At Home



Statara_SF > Stirista Fusion >
Demographic > Household Data > Parents
with Children



Audiences > Behaviours > Medical Health
> Diseases and Conditions > Injuries

SEGMENT NAMES AS LISTED BY EACH DATA PROVIDER. 200+ DATA AND TECHNOLOGY PARTNERS ARE AVAILABLE FOR EVERY SERVICE LINE.

Targeting data: PPO plan families.

Insurance, household and lifestyle segments that isolate insured families with a primary decision-maker at home.

ONE DATA

Premium > Family > Mothers Lifestyle >
Stay at Home Mothers
Premium > Family > Married Mothers

acxiom

ACXM Insurance > Health Insurance >
Likely Brand > Aetna
Likely Brand > United Healthcare

claritas

Health > Has PPO Health Insurance
Lifestyle > Mothers with Toddler Children
(4 to 15)

ORACLE

Oracle > Financial Services > Insurance >
Policy Holders > Health Insurance > United
Healthcare Insured

OS data solutions

Demographic > Psychographic > Persona
> Beauty and Health Oriented Mothers

FLUENT

Fluent > TU > Health > Insurance > PPO
In-Market > High Engagement Audience >
Mother and Child

datonics

Lifestyle > Health > Insurance > Has PPO
Plan
Family > Mothers Lifestyle > Stay at Home
Mothers

**Healthlink
DIMENSIONS**

HealthLink Dimensions > Healthcare
Professionals > HCP > Physician >
Insurance > Aetna

experian

Insurance > Health > Policy Holder from
United Healthcare
Policy Holder from Health Net

**Alaris
by BRIDGE**

Demographic > Finance > Health
Insurance Provider > Cigna, Humana, Blue
Cross/Blue Shield, Aetna

SEGMENT NAMES AS LISTED BY EACH DATA PROVIDER. PLAN-TYPE AND CARRIER SEGMENTS ARE MODELED BY THE PROVIDER, NOT SOURCED FROM PATIENT RECORDS.

Orthopedics, surgery and PT: in-market segments.

Injury, accident and rehabilitation signals that surface households about to choose a provider.



Custom Segment > Fluent > Household >
Declared Interest > Health > Recent
Accident Injury



Audiences > In-Market > Autos and
Vehicles > Auto Repair and Maintenance
> Collision and Auto Body Repair



Consumer Watch Network > IAB Category
Code > 3494 > In-Market > Legal >
Personal Injury Law



Performance > Health > Medical Facilities
and Services > Physical Therapy



ContextualGraph.com > Medical Health >
Diseases and Conditions > Injuries

COLLISION-REPAIR INTENT IS A LEADING INDICATOR FOR ORTHOPEDIC AND PHYSICAL THERAPY DEMAND. BUY THE CAR SIGNAL, REACH THE PATIENT.



SEGMENT NAMES AS LISTED BY EACH DATA PROVIDER.

01 • THE CONNECTED HOME

Households now average 17 connected devices.



Every screen is a retargeting surface once the TV impression lands. Source: Parks Associates, 2024.

Think of CTV as more than an awareness play.

Engage on the TV, re-engage on every other screen in the house, measure the whole path.

1

Engage

Connected TV on premium streaming apps, the largest screen in the home.

2

Re-engage

Cross-device retargeting with online video, display and streaming audio on the phones, tablets and laptops that share the household.

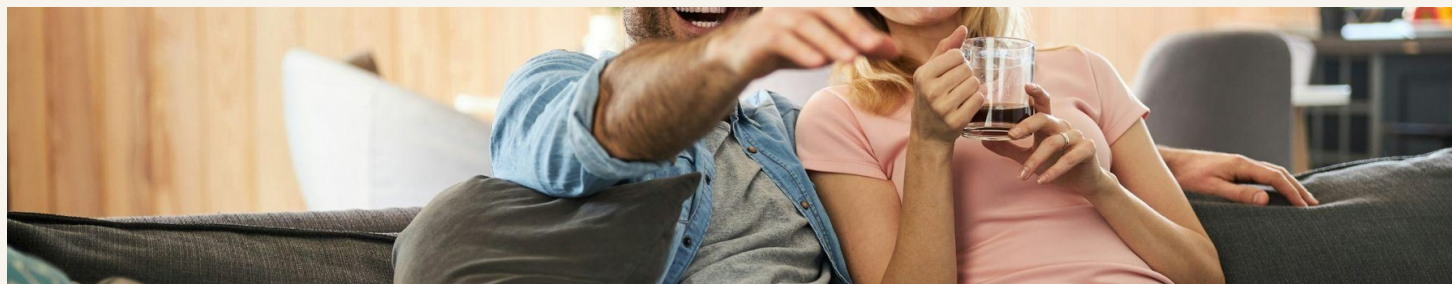
3

Measure

Brand lift, after-ad influence, search and social impact, foot traffic and online purchase, all in one dashboard.

PLATFORM-REPORTED

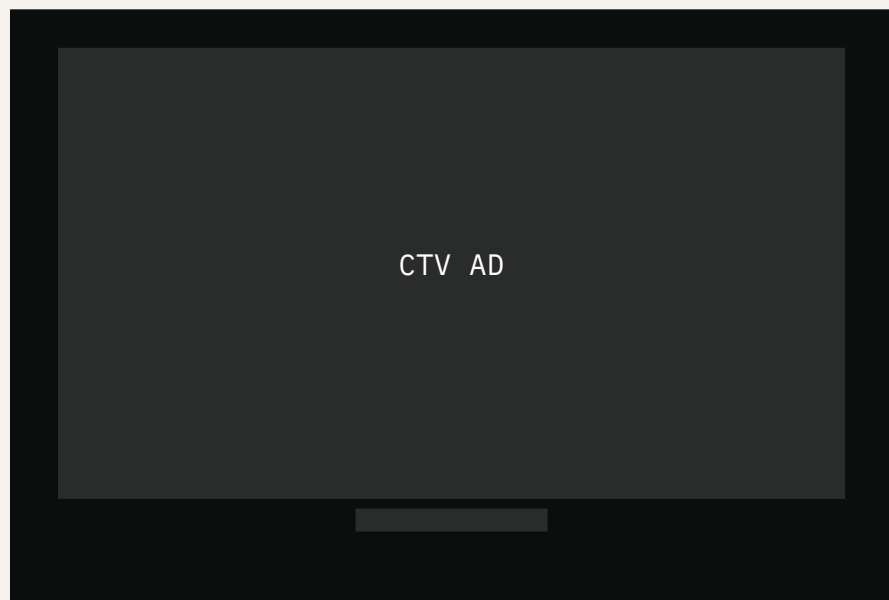
Cross-device retargeting has increased conversions by 200% or more versus CTV-only flights on the buying platform.



CONVERSION LIFT IS PLATFORM-REPORTED ACROSS HISTORICAL CAMPAIGNS AND VARIES BY CATEGORY, GEOGRAPHY AND BUDGET.

Cross-device CTV retargeting.

CTV ad exposure triggers deterministic cross-device retargeting, so the second impression lands on a screen with a keyboard.



EXPOSURE ON THE TV

01

Pre-roll video

On laptops and tablets in the same household.

02

Display

Banner placements across premium publishers.

03

Mobile

In-app and mobile web banners on the phone.

04

Streaming audio

Podcasts and music apps, sound on.

Higher frequency at a lower cost, *on the screens that can actually convert.*



Attribution

Measured without a tracking pixel or a single patient record.

After ad influence.

Compare a household's browsing before exposure with its browsing after, using a keyword list you approve.

1

Choose keywords

A list of 20 or more terms: conditions, procedures, locations, your brand and competitors.

2

Viewer sees your ad

The household is exposed on connected TV.

3

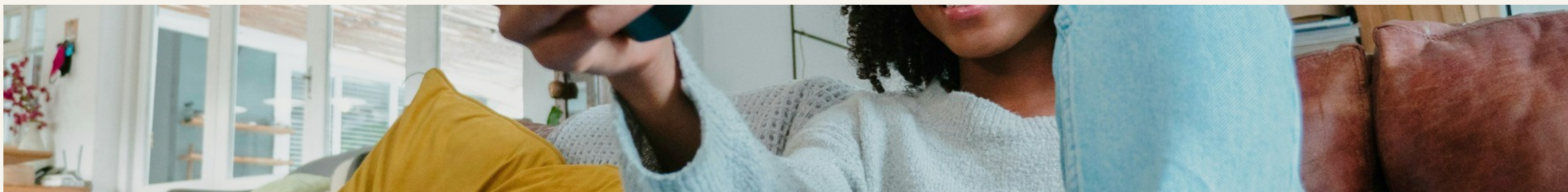
Viewer reads online

The household later engages with pages whose URLs contain the chosen keywords.

4

Attributed in reporting

The shift between pre-exposure and post-exposure behavior is reported by keyword group.



URL KEYWORD MATCHING, NOT PAGE CONTENT. NO PIXEL ON YOUR SITE AND NO PATIENT DATA REQUIRED.

Brand lift study.

Two sample groups, one that saw the ad and one that did not. The gap between their answers is the lift.

1

Identify

Define and size the target audience.

▶ 2

Split

Households are assigned to exposed or control groups.

▶ 3

Survey

Both groups answer a short survey: ad recall, purchase interest, brand awareness, favorability.

▶ 4

Read

Lift by metric, with its confidence level.

Why run one

Upper-funnel spend needs a read that is not a click. Lift shows whether the campaign moved awareness, consideration, intent, recall and favorability.

What makes it valid

200 or more completed surveys from both groups. The panel partner holds over 312 million opted-in respondents used for marketing, polling and academic research.

Brand lift study: an example read.

Control versus exposed, six metrics, one healthcare-style campaign. Four of six lifts were significant at 90% confidence.



✓ STATISTICALLY SIGNIFICANT AT 90% CONFIDENCE. PERCENT OF RESPONDENTS AGREEING, CONTROL VS EXPOSED. ILLUSTRATIVE EXAMPLE FROM THE BUYING PLATFORM'S PANEL PARTNER.

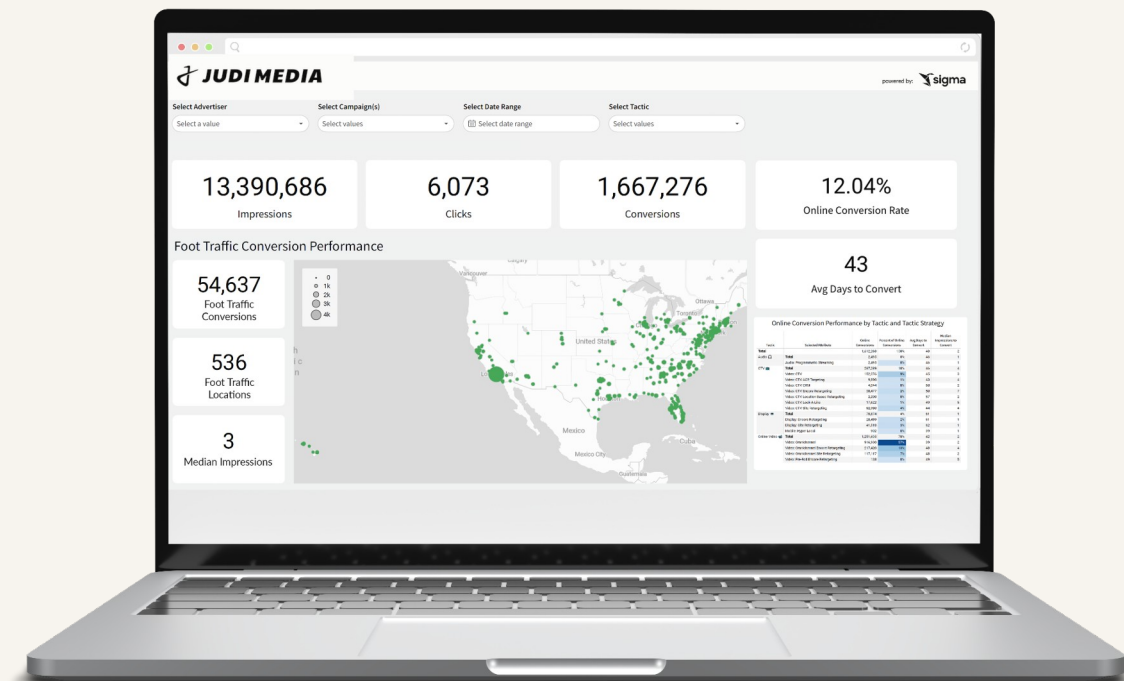
Full service, one team, 24/7 reporting.

We combine the technology, the expertise and the dedicated people, so your team gets outcomes instead of logins.

- ✓ Onboarding
- ✓ Planning and strategy
- ✓ Campaign activation
- ✓ Reporting and attribution
- ✓ Continuous optimization
- ✓ Ongoing support

A live dashboard with impressions, completions, foot traffic and conversion performance by geography, refreshed around the clock.

Campaigns run around the clock. *So does the reporting.*



Brand safety pillars.

Premium inventory first, then filters, then third-party verification, so a healthcare brand never appears where it should not.

- Only vetted providers, so suspicious inventory is filtered and blocked pre-bid.
- Senior ad-operations managers dedicated to every campaign.
- Premium inventory with allow lists, block lists and third-party pre-bid filters.
- HUMAN (formerly White Ops) MediaGuard blocks fraudulent traffic pre-bid and refines with post-bid data.
- DeviceAtlas device verification, so a CTV impression is a real television.

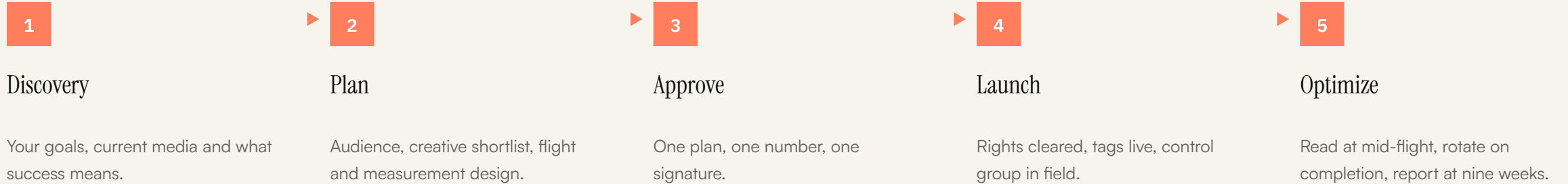


The logo for DeviceAtlas. The word "Device" is in a dark grey, sans-serif font, and "Atlas" is in a teal, sans-serif font. A small registered trademark symbol (®) is located at the top right of the "s" in "Atlas".

VERIFICATION PARTNERS OPERATE ON THE JUDI MEDIA BUYING PLATFORM; CERTIFICATIONS BELONG TO THE PLATFORM AND ITS PARTNERS.

Five steps from this deck to a live flight.

No creative brief to write. The first meeting is a conversation, not a workshop.



Three weeks to air. *Nine weeks to a measured answer.*



Let's build your 2026 plan.

Attention is a currency. *So spend it wisely.*

LET'S BUILD YOUR 2026 PLAN

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judimedia.co

One call, then the audience, the markets and the measurement design in writing.
Wait a quarter and the households choosing a provider this season have already
chosen.

