AUDIENCE IDENTITY MANAGER

DMD — Connecting Healthcare

THE BIGGEST INNOVATION IN DIGITAL MARKETING SINCE THE COOKIE

WHAT IS AUDIENCE IDENTITY MANAGER (AIM)?

AIM is a **transparent** system that operates in the background of your websites

AIM immediately identifies healthcare professionals (HCPs) with our **proprietary tagging system** when they visit your website and sends back names, NPI numbers, medical specialties, and more

AIM delivers information that can be used at your website to record and track which individuals visit your site – **enhancing analytics and ROI calculations**
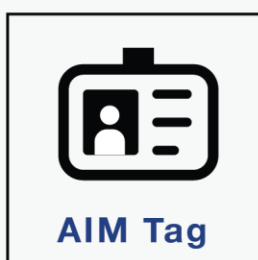
AIM data can also be used to create new digital marketing experiences **tailored to the specific visitor** (e.g., different content for specialists vs. generalists)

FIND OUT EXACTLY WHO IS COMING TO YOUR WEBSITE AND DO SOMETHING ABOUT IT

You've tried hard to reach physicians on the Web. But, in truth, you don't really know who is visiting your professional site. Without requiring a login, AIM enables you to identify which individual physicians, and other HCPs, visit your website. This data is delivered back to your website in real time so that you can provide a relevant and personalized experience.
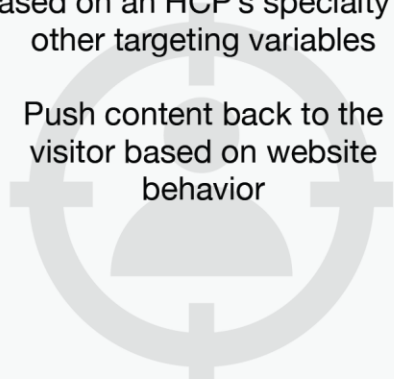
HOW DOES IT WORK?

AIM Tag

AIM Reader

▶ Place a few lines of our code on the website pages that you want tracked

▶ Our code checks each visitor to see if he or she carries our proprietary tags

▶ If the visitor is tagged, the AIM Server can return profile information back to the website immediately or save the information to a file for later analysis

– YOUR AIM OPPORTUNITY –
A NEW GENERATION OF MEASURABLE, RELEVANT MARKETING INITIATIVES

Content and ad targeting

Deliver relevant content or ads, based on an HCP's specialty or other targeting variables
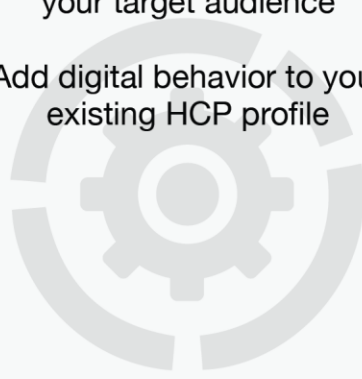
Push content back to the visitor based on website behavior

Database growth and optimization

Identify new HCPs to expand your target audience

Add digital behavior to your existing HCP profile

Expanded reporting

Determine the percentage of your website visitors who are actually HCPs

Discover what content your HCPs view, by specialty or other filtering criteria

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