



DEEP LEARNING ADVANCING PHARMACEUTICAL ADVERTISING

Leveraging AI to Take on Regulatory Complexity

CHALLENGES

REGULATORY LIMITS

Strict privacy laws restrict many modern digital marketing tools, emphasizing PHI protection.

PERSONALIZATION CHALLENGES

Despite regulations, personalization remains imperative to minimize ad spend waste, drive 'script lift' and ensure mindset is being considered when showing an ad.



COGNITIV'S SOLUTIONS FOR PHARMACEUTICAL

Advanced Contextual Advertising- Personalized Intent Targeting Without Cookies:

CUSTOM PROMPTS TO FIND RELEVANT CONTENT

Cognitiv Context uses GPT-powered contextual targeting to find brand-relevant content placements that align with campaign goals and brand messaging without needing patient browsing history or third-party data.

✓ **Fully Custom:** Input custom prompts, review curated inventory, and make adjustments to improve outcomes.

✓ **Fresh Content:** Real-time tool that updates content every 15 minutes, ensuring the most up-to-date news and research across the pharmaceutical space.

NEXT-GEN BRAND SUITABILITY FILTERS

With advanced content filters including **viewability, sentiment, and inclusivity**, pharma brands can scale safely, finding relevant consumers in more places, while maintaining brand suitability.

Custom Algorithms: Specialized Solutions for Pixel-Enabled Pharma Clients:

ENHANCED DEEP LEARNING ALGORITHMS

Cognitiv tailors advanced deep learning solutions specifically for pharmaceutical clients capable of pixel implementation. Our custom algorithms, integral to both Core and Curation offerings, utilize first-party data to drive optimizations targeted at intricate KPIs. Leverage our advanced intelligence with sequential messaging analysis and cross-device targeting to meet the unique challenges and objectives of the pharmaceutical sector.