

SUPREME

MEDICAL FULFILLMENT

Website & SEO

Using the latest in e-commerce design trends, we crafted a website for Supreme Medical that is both visually appealing and user-friendly. Our clean, engaging layout makes it effortless for customers to find and purchase your products, while our built-in on-page SEO optimization will ensure your brand shines in Google search results.

Tactic Pay-Per-Click

SEM, also known as Pay-Per-Click, is a highly effective form of online advertising. We'll target users precisely when they are actively searching for your products, ensuring high engagement levels. Unlike marketplaces, Supreme Medical will provide you with monthly sales tracings by zip code – allowing manufacturer reps to be compensated for orders delivered within their territories.

Tactic Mobile Geo

Combines GeoFence and GeoFollow to deliver ads based on users' real-time locations or past visits. Target individuals precisely where they are or after they've left a specific place. We'll make sure your products follow the patient home from the hospital by interacting directly with caregivers and clinicians.

Tactic Site Conquesting & Retargeting

We'll help you stay ahead of your competition by delivering ads for your products to people that have visited your competitor websites. Combined with site retargeting to follow users after they visit your site, your brand will always be top-of-mind.



Tactic Social

Leveraging the latest in social targeting technology, we'll deliver your brand message to users as they browse their favorite social media platforms. Serve up ads for your products to Seniors on Facebook or market directly to "ABC Nursing Home" employees on LinkedIn. Our advanced tracking and reporting capabilities allow us to showcase your social ads' performance, enabling continuous optimization.



Tactic Native

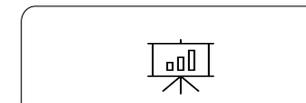
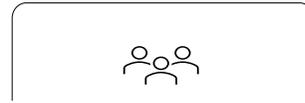
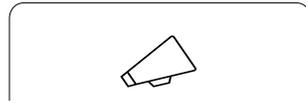
Promote your products to your ideal customers through sponsored content on top news outlets like CNN and ESPN. This approach seamlessly blends with the platform's content, attracting readers to your brand more naturally than traditional ads. Native advertising targets your audience with engaging content, boosting readership and offering unique messaging opportunities.

AUDIENCE INSIGHTS AT EVERY STAGE OF THE MARKETING PROCESS

Insights and Research Teams

Data Enrichment & Data Science Teams

Media Execution Teams



**Consumer
Insights &
Research**

**Segment
Strategy**

**Creative &
Messaging**

**Media
Planning
Strategy**

**Audience
Tactics**

**Media
Execution**

**Results &
Measure**

Understand where your brand wants to increase market share - B2B or DTC

Define specific segments to target the best customers for your products - e.g. Caregivers

Create targeted ads for each segment you want us to engage.

Implement a cross-channel media strategy to reach these segments most efficiently for your brand.

Develop audiences for each segment to gain insights on who clicks and converts. (age, income level, job title, etc.)

Execute campaigns across channels and platforms such as Google, Facebook, Spotify, Instagram and LinkedIn.

Deliver KPIs & sales tracings monthly to help you understand who is converting and who is not for ad optimization.



**We have data on 90% of the American Adult Population.
30 billion web/mobile events updated daily!**

**We deploy targeted ads using over 14,000 unique
attributes to get your products in front of more customers.**