



Where Healthcare Brands Meet Professionals and Patients.

Who We Are

At Pulse Ad Media, we help brands connect with **healthcare professionals (HCPs), patients, caregivers, and parents**—where they spend their time online.

We combine verified data, advanced targeting, and human insight to deliver meaningful engagement across healthcare and consumer audiences.

What We Do

Smarter Audience Targeting

We don't just target broadly—we connect by **segment, specialty, and verified NPI**. From oncologists to primary care physicians, from parents researching pediatric care to patients seeking treatment options—our campaigns meet audiences in the moments that matter most.

Reaching Every Voice in the Care Journey

- **HCP Campaigns:** Precision targeting using verified NPI data and custom specialty lists.
- **DTC Campaigns:** Consumer and caregiver engagement through endemic and non-endemic health platforms.
- **Parent & Caregiver Audiences:** Custom segments built on health interest, demographics, and behavioral data.

Email Marketing That Performs

We manage one of the industry's most accurate **HCP email databases**, deployable by **specialty, segment, and NPI number**.

Every campaign is measurable—CTR, open rate, and engagement are tracked and optimized in real time.

Our Advantage

HCP Targeting Capabilities

- Verified HCP identity resolution via NPI
- Specialty, geography, and behavioral segmentation
- Multichannel reach: display, native, video, CTV, and email



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- Event-based targeting (e.g., ASH, ISTH, AHA)

Identity Graph

Our proprietary **Identity Graph** ties together professional and consumer data across devices and platforms, giving marketers a single, accurate view of every target audience.

Performance Benchmarks

- **CTR:** 0.25%–0.45%
- **Engaged User Rate:** 3.5%–5.0%
- **Viewability:** 85%+
- **Match Rate:** 97.5% verified via NPI
- **Reach** – 98%
- **Frequency upto** – 2

Brands That Trust Pulse Ad Media

We've had the privilege to work with some of the world's leading healthcare and consumer brands:

Pharma & Biotech:

Cresemba · Venclexta · Sensodyne · Pronamel · Twinrix · Arexvy · Amvuttra · Tlando · Fabrazyme · Xacduro · Zevtera · Cerdelga · Aldurazyme · Xtandi · Alloderm · Natrelle · Mead Johnson · Voltaren · Children's Advil · Repatha · Kcentra · Tyvaso · Vyepti · Rezurock · Altuviiio · Rilzabrutinib · Fitusiran · Qinlock · Orgovyx · Jevtana

Diagnostics & Health Systems:

Hologic · Myriad Genetics · Ascensia · Kaiser · Northwell · Walgreens Biopharma

Consumer & Public Health:

Kenvue · Novartis · Tobacco Free Florida · PD Brands

Why Brands Choose Us

- Verified data. Real targeting precision.
- Transparent performance reporting.
- Proven results across pharma, diagnostics, and consumer health.



Where Healthcare Brands Meet Professionals and Patients.

- A team that understands both the science *and* the storytelling behind every campaign.

Let's Connect

✉ **info@pulseadmedia.com**

🌐 www.pulseadmedia.com