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## Pulse Ad Media

### Where Healthcare Meets Precision Advertising

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#### About Us

Pulse Ad Media is a healthcare advertising agency dedicated to helping brands connect meaningfully with both **healthcare professionals (HCPs)** and **consumers (DTC)**.

We merge medical insight, creative strategy, and digital performance to deliver campaigns that drive awareness, trust, and measurable results in the healthcare ecosystem.

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#### Our Core Expertise

##### ▣ HCP Advertising

We help healthcare and pharma brands engage doctors, specialists, and medical communities with precision.

##### **Our capabilities include:**

- HCP programmatic & display campaigns
- Medical journal & platform placements (Medscape, WebMD, Doximity, etc.)
- Email and CRM targeting for verified physicians
- CME & disease awareness campaigns
- Data-driven segmentation & compliant messaging

##### 💡 DTC Healthcare Advertising

We bridge the gap between science and consumers — simplifying complex medical stories into relatable, trusted communication.

##### **We create:**

- Multi-channel digital campaigns (Search, Social, YouTube, OTT)
  - Patient education and awareness ads
  - Brand launch and acquisition strategies
  - Creative storytelling aligned with FDA and industry compliance
  - Data-based optimization and ROI reporting
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## Why Choose Pulse Ad Media

- **Healthcare Focused** — 100% dedicated to HCP & DTC medical marketing.
  - **Regulatory Expertise** — HIPAA-compliant, data-secure, and FDA-aligned.
  - **Integrated Strategy** — One team handles creative, targeting, and analytics.
  - **Performance at Core** — Transparent insights and measurable results.
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## Our Process

1. **Discovery** — Understand your molecule, message, and market.
  2. **Strategy** — Define the audience and platforms (HCP or DTC).
  3. **Creative** — Develop compliant, impactful content.
  4. **Launch & Optimize** — Run campaigns, analyze, refine.
  5. **Measure & Grow** — Report, scale, and evolve for long-term impact.
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## Industries We Serve

- Pharma & Biotech
  - Medical Devices
  - Diagnostics & Labs
  - Hospitals & Healthcare Systems
  - Wellness & Digital Health Startups
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## Contact Us

Let's create campaigns that drive real healthcare impact.

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📍 Based in India | Serving Global Healthcare Brands