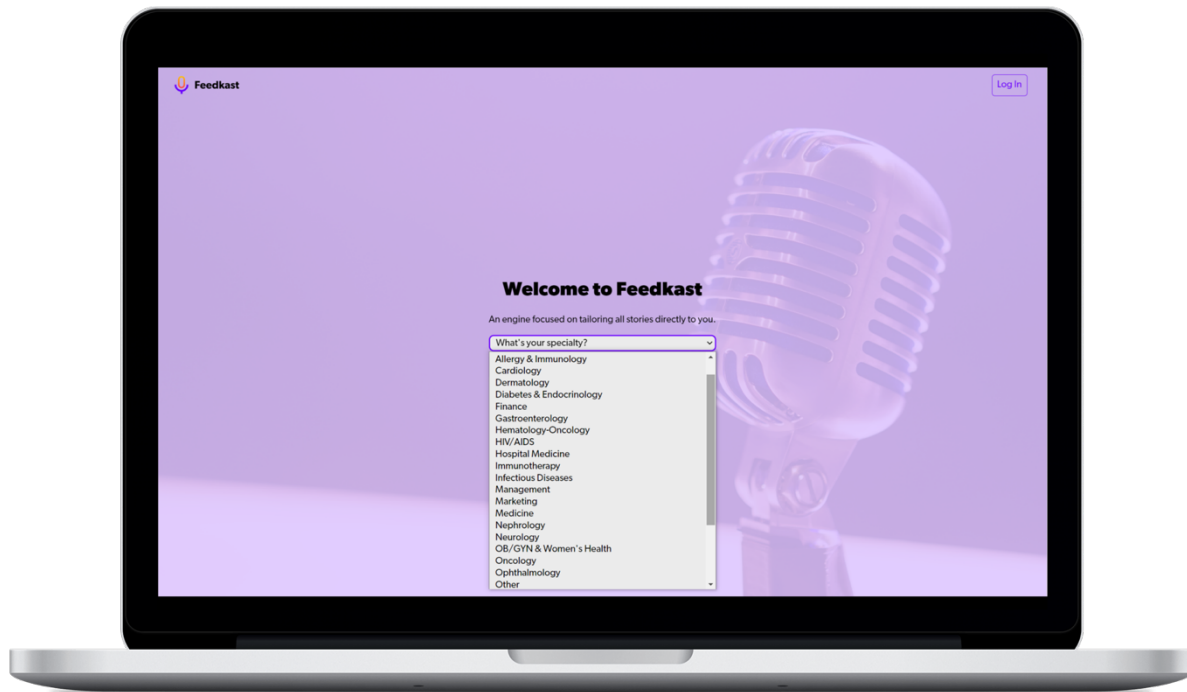


Feedkast Capabilities



Watzan – defines an engagement as a click on one of your assets in any channel and open on an email that contains your assets.

All-Inclusive Media

- 5% total engagement rate per month
- All engagements are exclusively NPI-tracked and reported
- 100% SOV in 3 channels (mobile, desktop, email)
- Asset rotation and segmentation
- List matching and targeting
- Scale up or down at any time
- NPI-level data and aggregates whenever you want
- Answers and insights about your community

Customizable Feeds

Feedkast focusses in on the exact indication and forms a feed around the following subcategories

- Disease states
- Treatment options
- Patient identification
- Conferences

Optimized to Engage

1st Party Data:

- Creates HCP profiles that tell us the media and the messaging that HCPs want
- Identifies the best audience for our clients

3rd Party Data:

- Analyzes what KOLs share and publish and what topic and stories are trending
- Continuously improves programs and generate deeper engagements
- Every piece of data is funneled back into Feedkast to optimize your brand's program in real time

All Channels

Emails from Feedkast highlights and delivers the trending stories from your community of HCPs.

Feedkast is multi channeled to increase HCP education/touchpoints throughout the campaign or conference month.

Assets

Maximum SOV* (100%) in desktop, mobile, and email.

Mobile/Desktop

- 300x250 and 300x50
- Scrolling ISI
- Expanding formats
- Videos

Email

- 728x90 banners

Target Audience

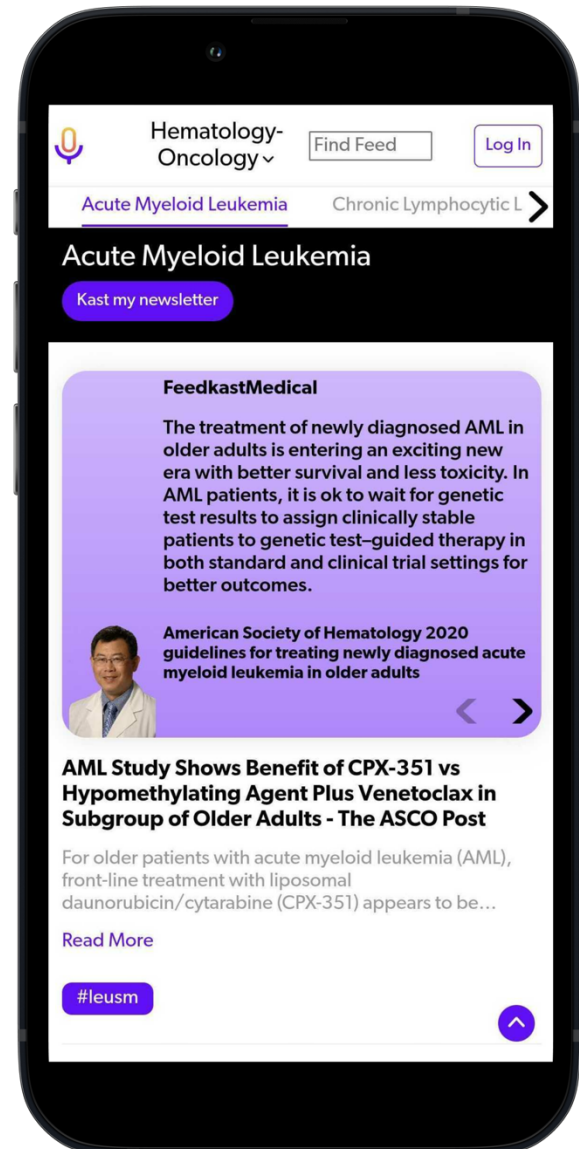
- Match 80% of any agencies target list
- Pick the exact audience you want
- Calibrate your reach to meet your budget
- Sequential messaging to drive deeper engagement and activate key prescribers
- Segmented lists for targeting demographics
- Target by speciality, disease state, and more

Simple Pricing

- Monthly engagement guarantees
- Rotate targets monthly
- No minimums and no fees to change targets

Conferences

- Conference feeds beat their guarantee by 670% (extremely targeted)



KASTing for KOLs

- Allow KOLs from different specialties to handpick stories from Feedkast and send them, through eNL, to your target audience
- Tell us which KOLs you'd like to curate content for your audience. We'll aim to get them onboarded
- KOL "KASTers" drive 14% more unique HCP engagements and 9% more total engagements