ililli Capabilities
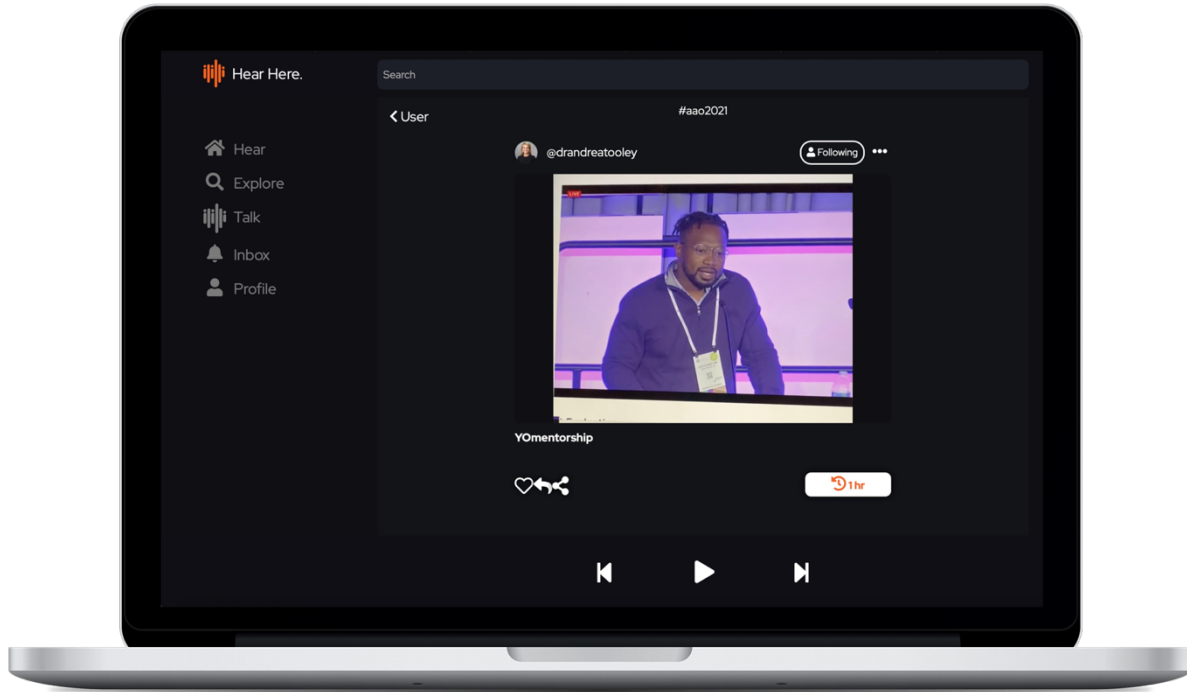

All-Inclusive Media

- 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

Custom Channels

ililli allows the user to create their own custom channel for any topic

- 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 topic and stories are trending
- Continuously improves programs and generate deeper engagements

Assets

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

Mobile/Desktop
- 300x250 and 300x600
- Expanding formats

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)
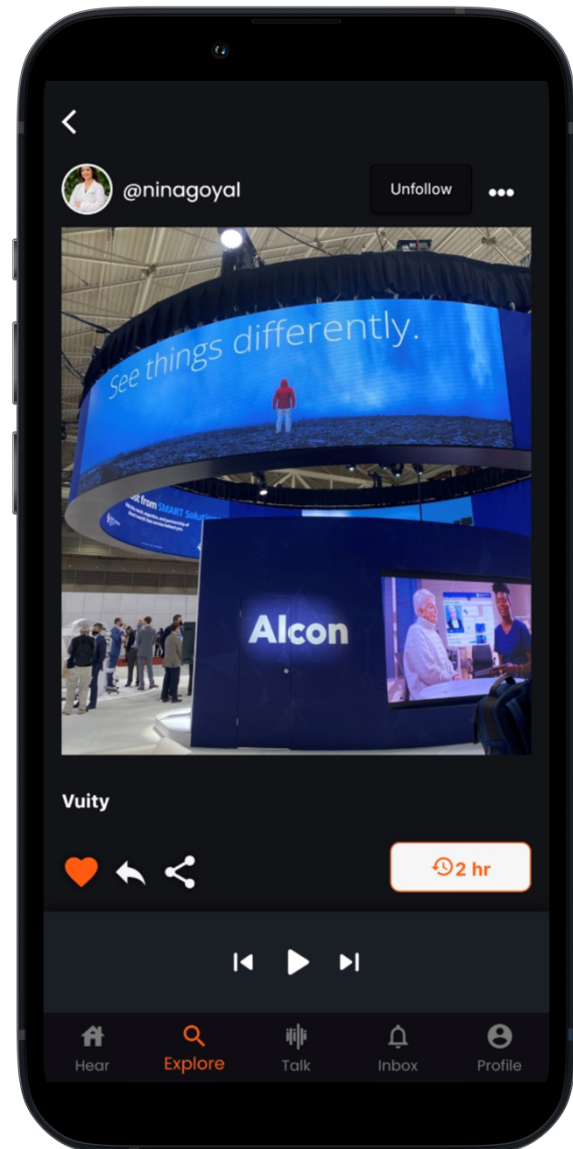
KOLs

- KOLs from different specialities to handpick stories they talk about on *ililli* and we highlight those talks to send them to the target audience
- Tell us which KOLs you'd like to curate content for your audience. We'll aim to get them onboarded