



# Reach Consumers & Healthcare Professionals

## **CAMPAIGN MANAGEMENT**

Through a partnership with Silverlight Digital, we'll act as your outsourced team to execute your next multi-channel media campaign, which includes QA'ing creative, traffic implementation, reporting and ongoing optimization.

### **Go-to-Market Quickly**

We streamlined the campaign management process so you can go-to-market quickly and cost-effectively.

### **How it Works**

Come to us with your creative, a budget, and clear expectations. With this, we'll get to work developing your campaign with speed-to-market in mind. Your campaign can expect the same high level of quality that our AOR clients receive, including our status as a Google Premier Partner, access to our in-house Trading Desk, audience targeting and re-targeting capabilities, a complete suite of analytics, and the customer service that made us an MM&M Top 100 Agency.

### **Campaign Management Capabilities**

- » Media buying and publisher billing
- » Creative implementation and ad trafficking
- » Campaign metrics and reporting
- » Back-end management done through DoubleClick Bid Manager
- » Broker best pricing through strategic partnerships
- » Data partner integration to reach specific types of HCP's and patients
- » Campaign optimization for peak performance



**CONTACT:**  
Michael Ackerman, VP of Business Development  
mackerman@silverlightdigital.com  
(646) 650-5332

**Contact us today to show you how we  
market other pharma brands!**

