

# Reach your most relevant Pharma audiences in real-time, with advanced contextual AI

Contextual targeting: your performant,  
scalable alternative for audience  
engagement in a privacy-first world

#AdvancedContextual

With stricter privacy regulations limiting the use of audience data, traditional targeting methods are becoming increasingly impractical, leaving Pharma brands searching for compliant, scalable alternatives.

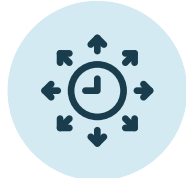
Contextual targeting, enhanced by AI, offers a privacy-friendly, future-proof solution that enables pharma advertisers to reach highly relevant audiences without relying on personal data or cookies.





## Expand your campaigns to **new, relevant high-performing audiences at scale**

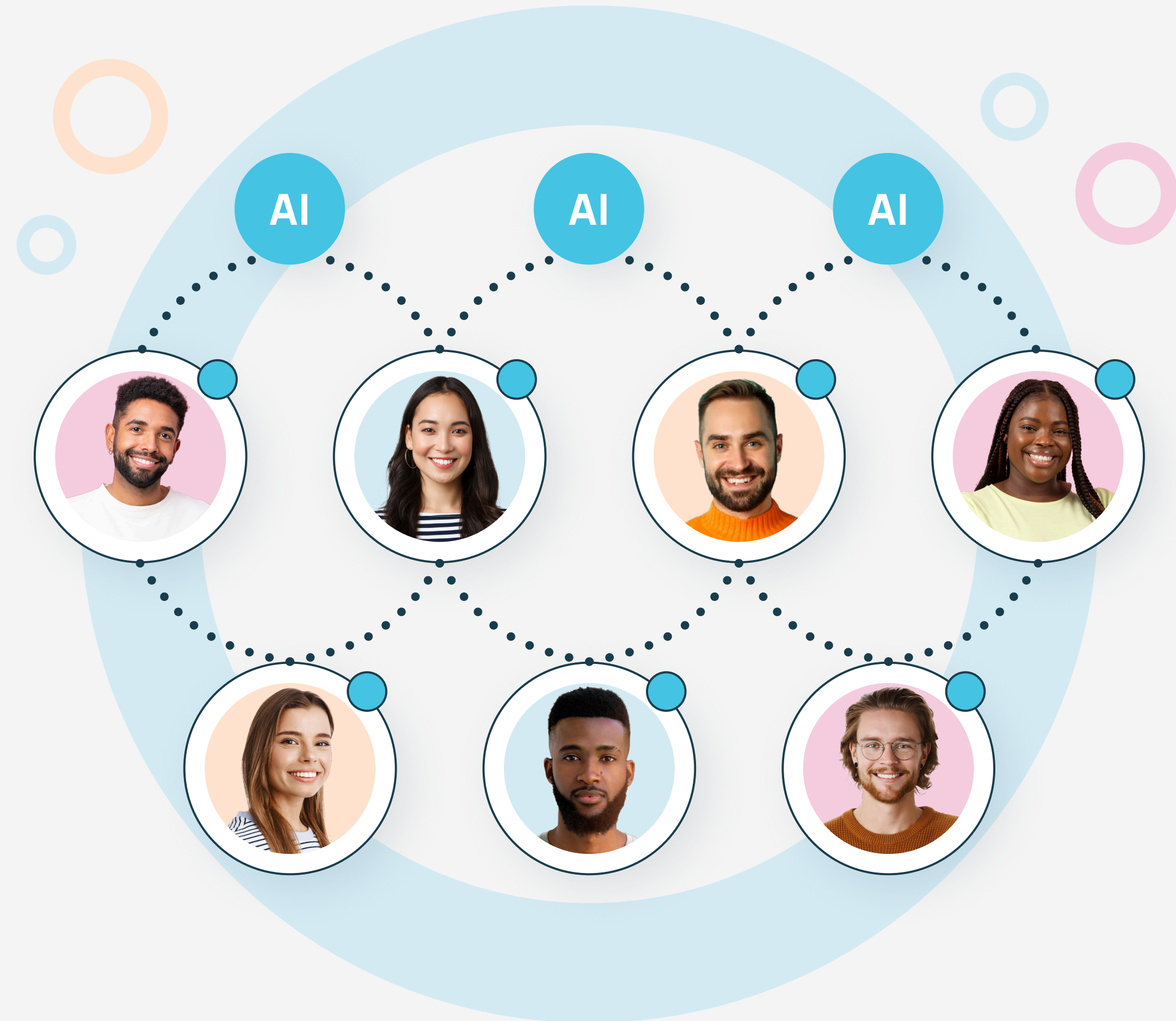
Most contextual solutions work by pre-selecting brand-relevant content, limiting scale based on assumption. But illumina understands that the average person has multiple interests and may respond to brand messaging in multiple contexts.



By reacting to the changing **real-time engagement patterns** specific to your campaign, illumina's AI engine removes the guesswork and massively **expands brand reach to the right audiences at the right moment.**



With **illumina Reacts+™**, **model your known, first-party audiences contextually** to find new people with similar interests, viewing similar content across platforms.





## Context is everything... just not the context you're thinking of!

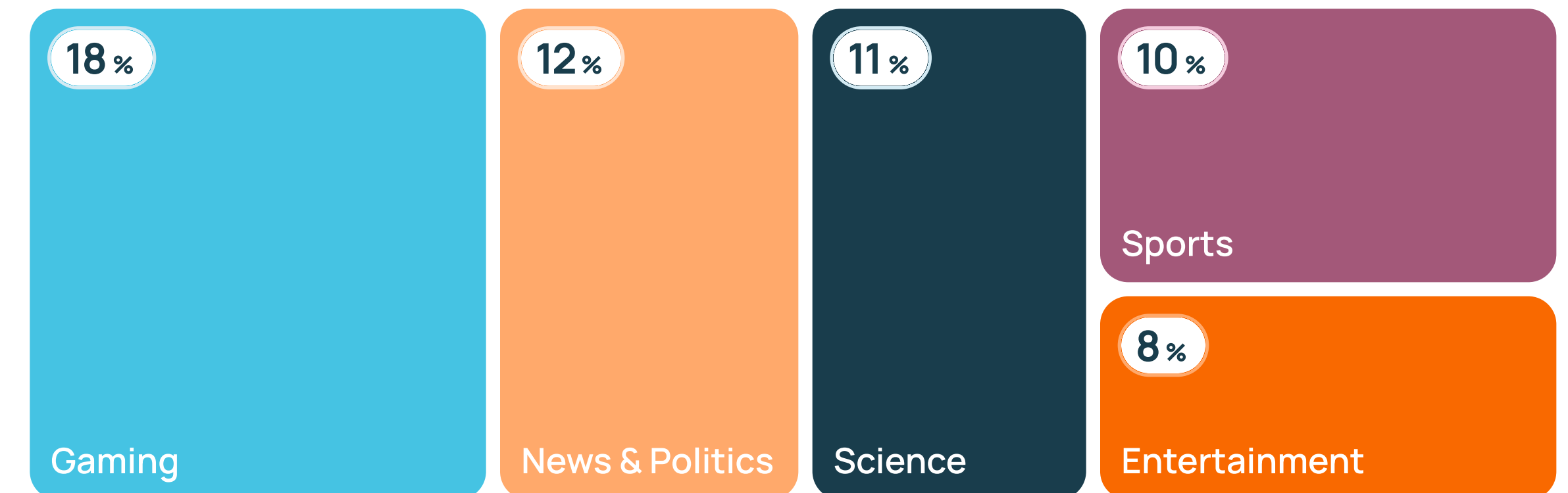
The content a person is viewing the moment an ad is served can influence their mindset and how open they are to campaign messaging.

That's why static assumptions about where your audience "should" be don't hold up.

Our advanced contextual-AI technology, powered by live user behaviour, allows us to keep up with **fleeting shifts in audience mindset** and act on them in real time, without relying on cookies or identifiers.

The obvious context isn't always the best one... and we've got the performance data to prove it.

### Top Campaign Categories



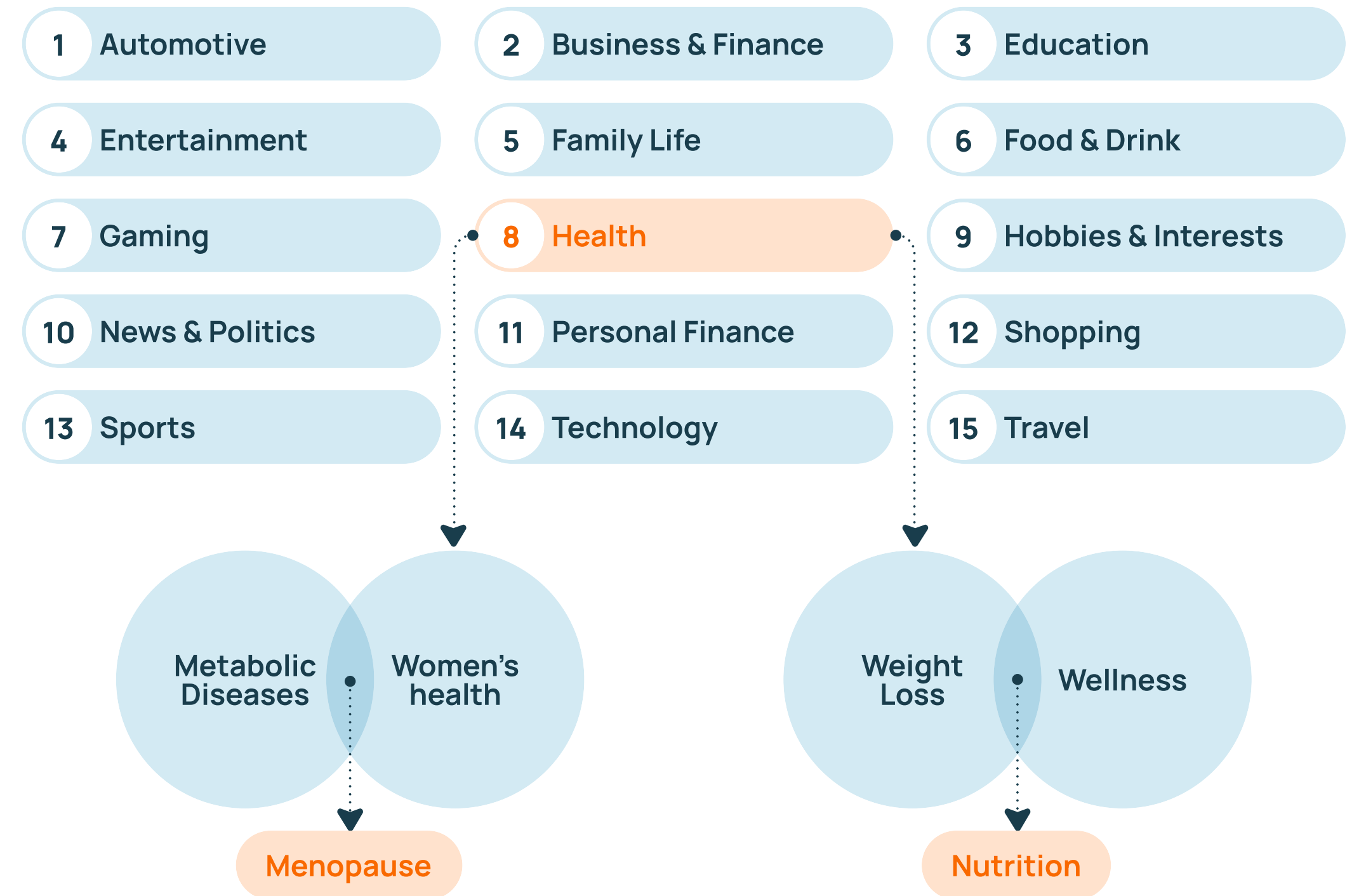
In a recent campaign for a Pharma brand, the top performing context wasn't Medical Health or Science, it was **Gaming (18%)**.



# Expand towards proven success with illumina's smart categories

Traditional keyword targeting limits the scale and performance of your campaign and can be prone to inaccuracy.

illumina's AI-driven **Smart Categories** technology detects high-performing content within your chosen context, adapting to target similar contexts on the fly as these change throughout the live campaign.





# Supercharge your campaign with highly relevant standard categories

With over 700 highly relevant categories across web and CTV, illumina Precision™ greatly enhances the granularity, and therefore performance, of each campaign.

Find illumina's readily available **Precision Categories™** in your preferred platform:

- Healthy Living > Children's Health
- Healthy Living > Men's Health
- Healthy Living > Women's Health
- Healthy Living > Senior Health
- Healthy Living > Weight Loss
- Healthy Living > Wellness > Alternative Medicine
- Healthy Living > Wellness > Smoking Cessation
- Medical Health > Diseases and Conditions > Allergies
- Medical Health > Diseases and Conditions > Cancer
- Medical Health > Diseases and Conditions > Diabetes
- Medical Health > Diseases and Conditions > Reproductive Health
- Medical Health > Diseases and Conditions > Skin & Dermatology
- Medical Health > Pharmaceutical Drugs
- Medical Health > Vaccines

CASE STUDY 1

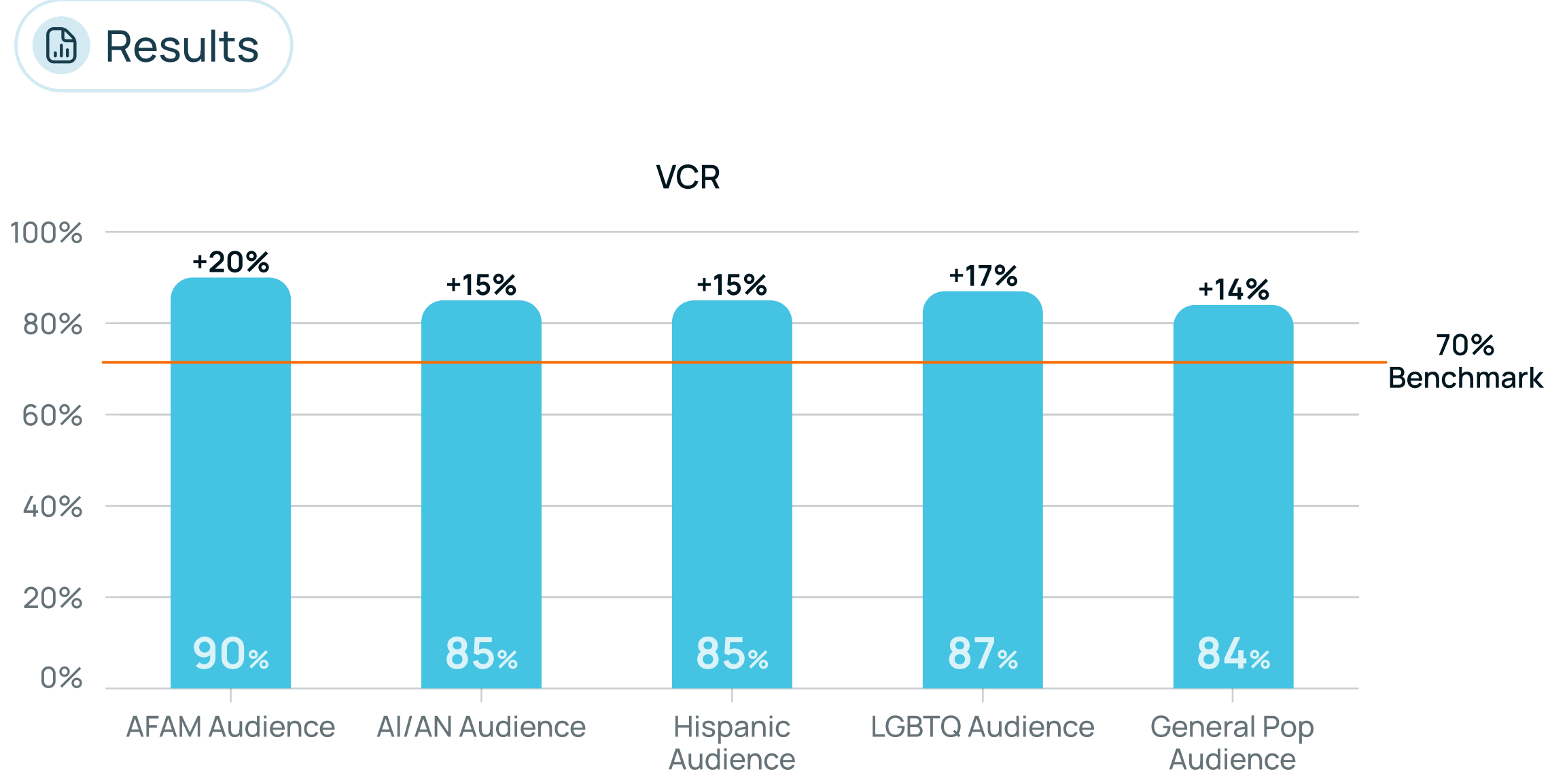
# Contextual AI drives measurable results

## Challenge

The CDC works closely with Publicis' PlowShare Group to reach and educate General and Diverse Audiences in the US about the dangers of smoking. With the changes to tracking across browsers/devices and the pending deprecation of cookies on Chrome, PlowShare Group knew they had to re-work the approach for reaching these audiences accurately at scale.

## Solution

PlowShare Group utilized illumina's dynamic contextual solution 'Reacts' to activate in the moment adjustments to the contexts driving their reach and VCR goals for General and Diverse Audiences (AFAM, AI/AN, Hispanic, and LGBTQ), remaining performant while simultaneously uncovering new and unpredictable contexts these audiences engage with most.



“ We have been very pleased with our performance since partnering with illumina. We have not only exceeded our benchmarks but have also set a scalable and effective framework for engaging our target audiences no matter what happens with signal loss and the deprecation of cookies on Chrome. illumina has enabled us to contextually target our audiences based on our own live campaign/performance data, which is very valuable. We now have them as an always on part of our programmatic buys. ”

**Shawn Michaud**  
Programmatic Lead • PlowShare Group

CASE STUDY 2

# Contextual AI drives measurable results

## Challenge

As increasingly restrictive privacy laws prevent many types of audience targeting, a large pharma brand was looking for an alternative form of intelligent targeting that complied with privacy regulation.

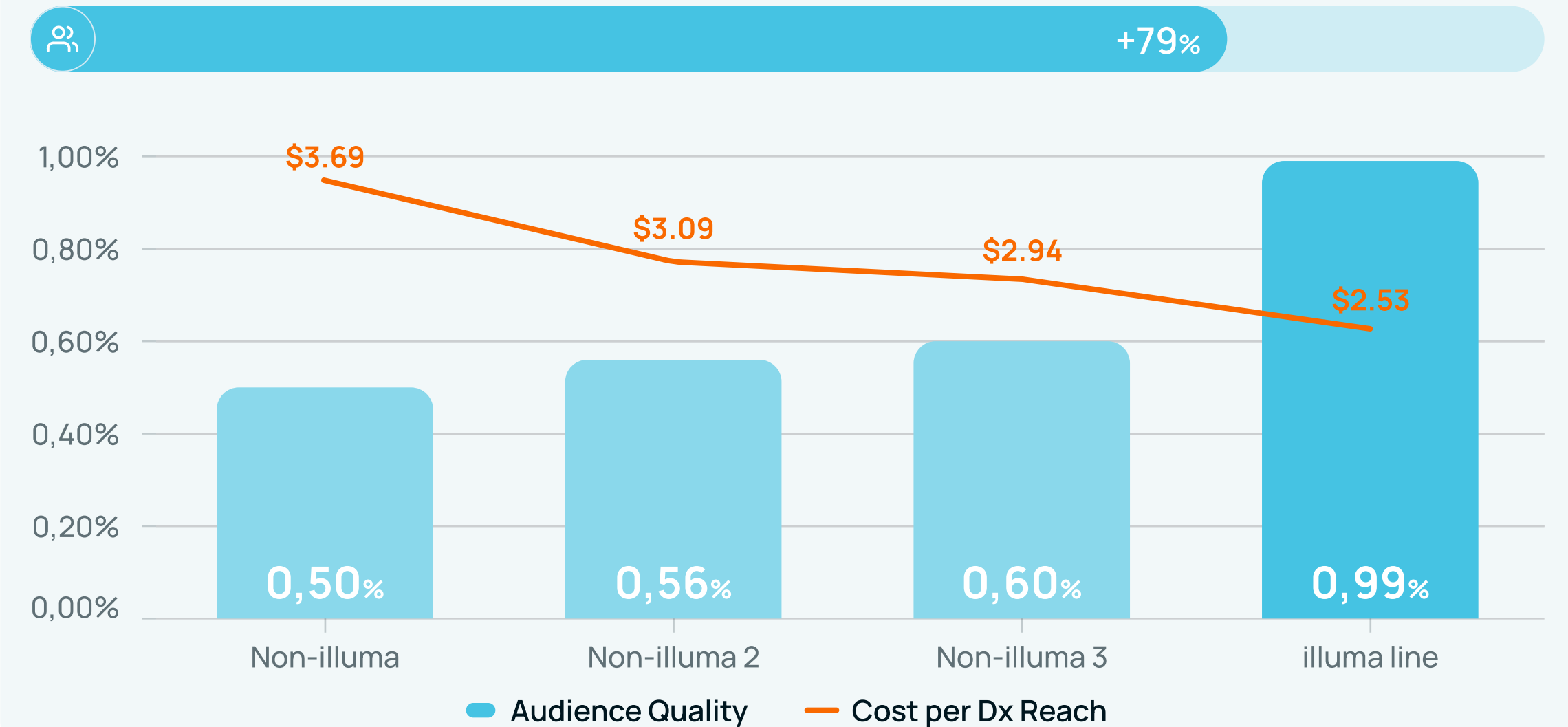
## Solution

The client partnered with illumina, a next-generation contextual targeting partner, powered by advanced AI. The illumina Reacts product was chosen, due to its ability to determine the context and sentiment of content in real-time, enabling the brand to target relevant content as well as "look-a-like" content to achieve the needed blend of high performance and scale. This form of targeting is "future-proof" from likely increasing restrictions on behavioral targeting and changes to the identity landscape.

## Results

illumina's contextual recommendation engine significantly increased **qualified reach** and a **cost-efficient Dx Reach**.

### Audience Quality





# Boost your digital advertising campaigns with **illuma!**

Contact

[hello@weareillumina.com](mailto:hello@weareillumina.com)

to learn how our Contextual-AI can work for you.

[weareillumina.com](http://weareillumina.com)