amsive health

Smarter Healthcare Marketing.
Proven Growth.

The healthcare marketing landscape is complex.

fragmented journeys
complex channels
pricing difficulties
disparate datasets
stretched budgets
inconsistent messaging
media inefficiency
attribution
siloed systems
cookie deprecation
unclear ROI
data privacy
genAI disruption

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Unlock audiences.
Amplify results.
amsive health

Big-picture **thinkers**.

Multichannel, integrated marketing strategies optimized for long-term patient or member value – all executed under one roof

Specialized **experts**.

Passionate, talented channel and healthcare experts with hands-on execution expertise

Data **pioneers**.

More data, with unrivaled audience insight solutions and advanced measurement capabilities

amsive health

With resources to power high-velocity growth

backed by H.I.G. CAPITAL

500M+

direct mail pieces per year

$400M

digital media dollars under management

AMSIVE CONFIDENTIAL INFORMATION

Powerful publisher and platform partners

that deliver results.

Product Experts

Google Product Experts Program

Google Partner

PREMIER 2025

Meta

Business Partner

theTradeDesk

ORACLE PARTNER

/LiveRamp

Microsoft

Solutions Partner

OMNI

CERTIFIED

AMSIVE CONFIDENTIAL INFORMATION

Best-in-class data protection

and the highest privacy standards.

Pioneering thought leaders.

Insightful news contributors, transformative educators, visionary keynote speakers.

FORRESTER®

NYU Baruch College Ucla

BBC NEWS Search Engine Land WIRED

AdAge The New York Times THE WALL STREET JOURNAL.

Moz Con PUBCON

AMSIVE CONFIDENTIAL INFORMATION

Raising the bar for your results.

Our teams push boundaries across sectors and channels, consistently delivering standout, award-winning work in strategy, execution, and results.

SEO Agency of the Year
Best Enterprise SEO Initiative
2025 Search Engine Land Awards

US SEARCH AWARDS

Search Engine Land AWARD WINNER

W3 AWARDS

The Communicator Awards
AWARD OF EXCELLENCE

DAVEY AWARDS

The Drum Awards

ORACLE CUSTOMER EXCELLENCE AWARDS

GLOBAL PARTNER AWARDS
Microsoft | Advertising

C3

GDEA Global Digital Excellence Awards

GLOBAL SEARCH AWARDS

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TIAL INFORMATION

With deep expertise in

healthcare marketing.

Unlocking audiences and powering growth for healthcare brands looking to scale with privacy-first audience strategies.

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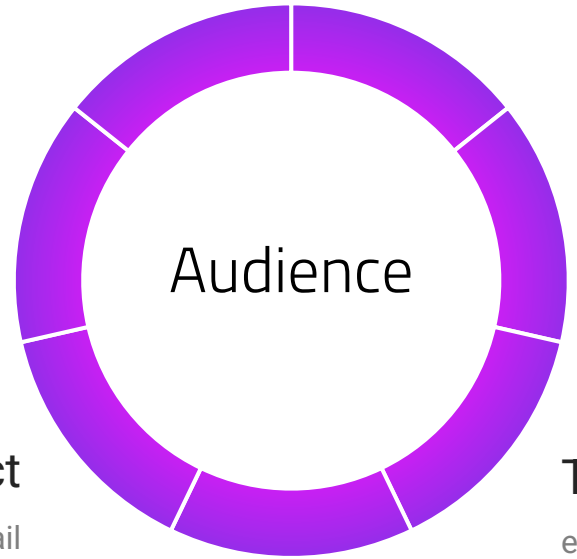
Full-service marketing centered on your best audience.



Digital

Digital Media

Social

SEO

Strategy

Brand Strategy

Media Planning

Creative

Brand Identity + Activations

Performance Creative

Content

Web + Mobile

App + UX Design

Technology & Platforms

eCommerce

Web Development

Visual Production

Large Format Printing

Print + Fulfillment

Direct

Direct Mail

Customer Communications

Email

Data & Intelligence

Analytics Solutions

Xact™

AMSIVE CONFIDENTIAL INFORMATION

Audience Science
Understanding people, intent and behavior
Bringing to life an ever-evolving approach
amsive health

Audience Science® Approach: The Amsive Difference

Powers smarter decisions and stronger marketing performance.

The Audience Science® Approach

Customer Intelligence

Xact™

Our Xact™ data platform and first-party data support better audience planning to find your next best customers

Audience Development

Profiling + Modeling

Custom universal audiences, actionable segmentation, and predictive models for powerful channel and creative planning.

Measurement Solutions

Determining Impact

We generate predictive insights, test scenarios, and prove incrementality – turning every campaign into a learning engine.

AMSIVE CONFIDENTIAL INFORMATION

Our Xact™ Agency Data Platform

Unrivaled consumer intelligence

250M

US ADULTS

The basis of our demographic and firmographic data

4,600

OFFLINE DATA POINTS

Real world and extensive demographic, financial, behavioral and attitudinal coverage

300,000+

ONLINE DATA POINTS

2.5 billion social media accounts layered with brand, CPG, media, influencer, attitudinal and other behavioral activities

1B+

ONLINE IDENTITY RESOLUTIONS

Authenticated audiences across browsers, mobile devices, CTV, publishers, social media and programmatic platforms

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Expansive analytics + measurement capabilities.

Enabling clear-eyed optimization with a true measure of performance

Segmentation	Predictive Modeling	AI + Machine Learning	Marketing Mix Modeling	Scenario Planning
Data Infrastructure	Analytics	Lift Analysis	Incrementality	Quadrant Analysis
Digital Matchback	Multitouch Attribution	Lifetime Value Modeling	Geographic Mapping	Custom Analytics
Dashboard Reporting	Data Security	Performance Enhancement	Conversion Attribution	Lead Scoring

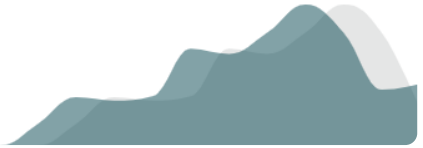
IVE CONFIDENTIAL INFORMATION

On-demand access to real-time data

- Uniquely tailored to each client KPI's (conversions, engagements, CTRs, etc.)
- Campaign, Channel & Creative Segmentation
- Incrementality & Mix

PERFORMANCE OVERVIEW

MEDIA SPEND
$177,633.17



IMPRESSIONS
6,068,031

CLICKS
30,518

CTR
0.50$

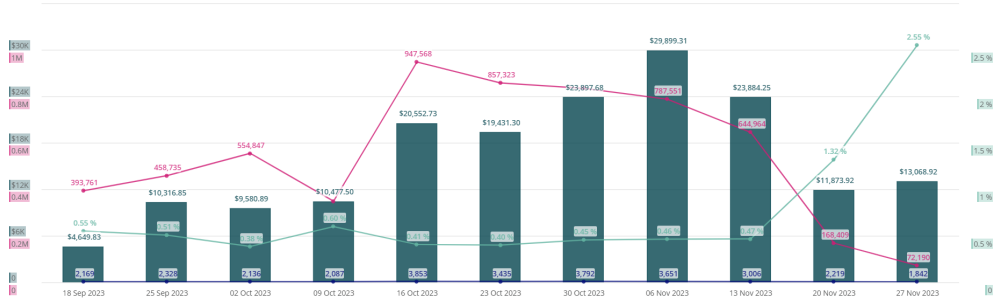
102%
1,321 of 1,300

LEADS

99%
892 of 900

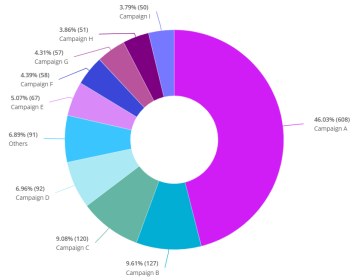
ENROLLMENTS

TRENDING

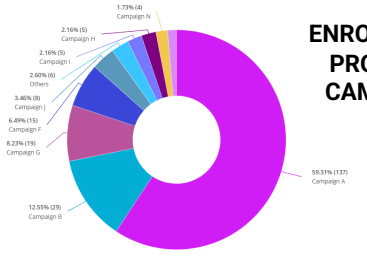


CAMPAIGN BREAKDOWN

TOP 10 LEAD PRODUCING CAMPAIGNS

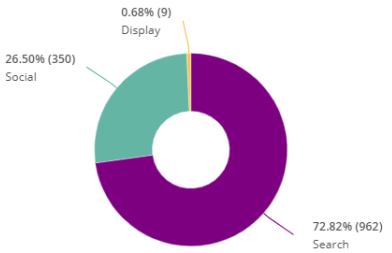


TOP 10 ENROLLMENT PRODUCING CAMPAIGNS

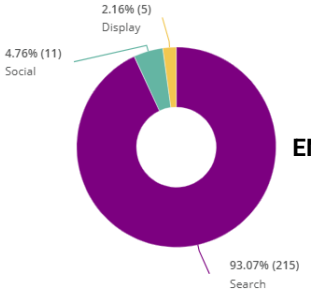


CHANNEL BREAKDOWN

LEADS BY LAST TOUCH CHANNEL



ENROLLMENTS BY LAST TOUCH CHANNEL



AMSIVE CONFIDENTIAL INFORMATION

data-driven strategies

groundbreaking audience insights

relentless ideation

integrated channel planning

We’re your partner for amplified growth.

cross-channel optimization

fee transparency

long-term partnerships

responsive collaboration

unrivaled data security

Thank you.

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