



HELIOS MEDICAL MARKETING

TARGETED DIGITAL MARKETING FOR THE HEALTH CARE INDUSTRY

- ▶ **MEDICAL BIG DATA**
- ▶ **RESIDENTIAL AND COMMERCIAL GEO FENCING**
- ▶ **RETARGETING AND FACEBOOK**

The audience you develop must be accurate. When it comes to the medical industry our process and programs for display digital advertising is the top in the industry.

TARGET MILLIONS OF NATIONWIDE SURVEYED AND MEDICALLY PROFILED PATIENTS AND CONSUMERS.

HELIOS MEDICAL MARKETING

WILL TAKE YOUR MARKETING CAMPAIGNS TO OUR UNIQUE MEDICAL BIG DATA AUDIENCE RIGHT ON THEIR SMART PHONES, MOBILE DEVICES AND DESKTOPS.

MOBILE MARKETING IS THE LARGEST DIGITAL MARKETPLACE GLOBALLY

- ▶ The average smartphone user spends 5 hours a day on their phone
- ▶ 77% of Americans own a smartphone
- ▶ Over 230 million U.S. consumers own smartphones
- ▶ Around 100 million U.S. consumers own tablets
- ▶ 79% of smartphone users have made a purchase online using their mobile device in the last 6 months
- ▶ Almost 40% of all eCommerce purchases during the 2018 holiday season were made on a smartphone.
- ▶ eCommerce dollars now comprise 10% of ALL retail revenue
- ▶ 80% of shoppers used a mobile phone inside of a physical store to either look up product reviews, compare prices or find alternative store locations
- ▶ An estimated 10 billion mobile connected devices are currently in use



OUR AUDIENCE DEVELOPMENT STRATEGIES

WE USE A COMBINATION OF TARGETED BIG DATA TO BE EXTREMELY SPECIFIC ABOUT WHO WE ARE MARKETING TO IN THE FIRST PLACE.

- ▶ **Once we have** the exact audience, we then utilize GEO Fence targeting to their residential homes in order to display advertising on their smart phone and mobile devices.
- ▶ **Once we have** picked up the new potential client on a display or a click through, we move into less expensive retargeting inventory to capture them all over the desktop and mobile web.
- ▶ **Through the** addition of handset IDs and tracking code on your capture pages we can micro-target the audience even more down to those that act. Once we have done this, we can then also target this audience in Facebook.
- ▶ **We work** with you to either directly manage all of your campaigns, asset design, funnel pages and landing pages or we can work directly with your agency or inhouse creative departments.
- ▶ **We will develop** unique advertising that we are able to A/B test and calibrate to give you the absolute best conversions for the spend possible.



- ▶ **Our medically surveyed patient data is one of the largest in the industry.** We have access to email, phone, mobile number, physical address and 78% match on their primary care physician.
- ▶ **Besides the ailment data we have a lot more medical Big Data available.** We also have some of the largest counts for all taxonomies of physicians, imaging center directors, hospital directors, laboratory owners and more. All the ailment data and medical industry network with access to their home addresses for GEO targeting and our other services.

HELIOS MEDICAL MARKETING AILMENT PATIENT SURVEYED BIG DATA

Ailment/Condition

Acute Coronary Syndrom - **12,500,409**

ADHD - Men - **9,514,782**

ADHD - Women - **5,104,665**

Allergies - Allergic Rhinitis - **30,112,990**

Allergies - Atopic Eczema - **25,104,793**

Allergies - Food Allergies - **18,201,119**

Allergies - Nasal - **35,501,765**

Alzheimers - **2,256,709**

Angina - **8,135,688**

Arthritis - **37,340,769**

Bipolar Depressive Disorder - **2,202,484**

Bladder Control - **18,300,771**

Bronchitis - **9,119,764**

Cancer - **13,506,548**

Cancer - Recently Diagnosed - **1,442,677**

Cancer - Metastatic Breast - **752,860**

COPD - Age 18+ - **9,223,540**

COPD - Age 55+ - **125,671**

Chohns Disease - **503,445**

Diabetes Type II - **12,320,553**

Diabetes Type I - **2,601,476**

Emphysema - **2,541,709**

Epilepsy - Men - **1,450,743**

Epilepsy - Women - **61,308,788**

Erectile Dysfunction - **5,107,532**

Gastritis - **45,287,449**

Glaucoma - **5,289,554**

Gum Problems - **50,009**

Hearing Difficulty - **101,875**

Heart Disease - **40,118,714**

Heartburn - GERD - **20,366,870**

High Blood Pressure - **10,409,599**

High Cholestrol - Women Age 45+ - **1,358,644**

Hyperthyroidism - Men - **9,125,009**

Hyperthyroidism - Women - **30,007,611**

IBS - **195,833**

Insomnia - Men - **35,788,427**

Insomnia - Women - **45,674,499**

Lupus - **4,931,031**

Major Depressive Disorder - **8,105,614**

Migraines - **30,007,611**

MS - **195,866**

Obesity - Men - **35,788,427**

Obesity - Women - **45,674,499**

Osteoarthritis - Woman Age 50+ - **4,931,031**

Osteoporosis - **8,105,614**

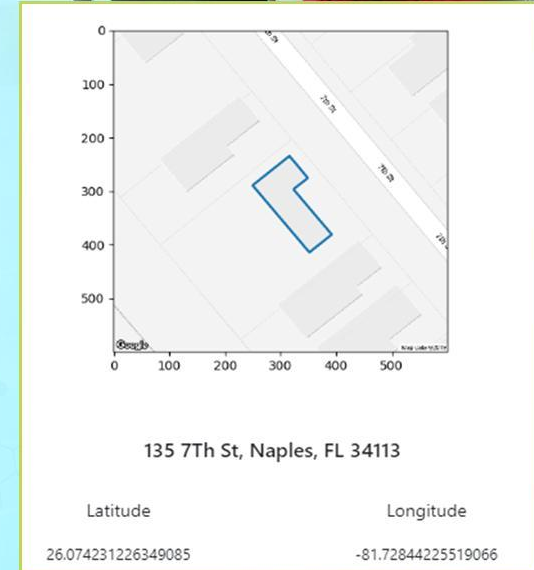
Parkinsons Disease - **3,203,340**

Ulcerative Colitis - **201,499**

WE START EVERY MODEL BY GEO FENCING FIRST BEFORE ANY OTHER MARKETING METHODOLOGY IS APPLIED. THE RESPONSE RATE WE GET WILL DETERMINE THE REST OF THE DIGITAL MARKETING PLAN.

WHY IT WORKS

- ▶ **We perfectly** geo-fence around the property line to ensure that we only capture the homeowners that you desire
- ▶ **Machine learning** allows us to, over time, verify that they are the clients that you desire.
- ▶ **By starting** with the Medical Big Data selections you have chosen we know we have the most accurate micro-targeting possible. You will not be wasting money on non-buyers like other programs.



HOW IT WORKS

- ▶ **It's as simple** as loading desired address list setting a budget and you are now sending ads to your perspective clients.
- ▶ **Our powerful** AI system allows to market to clients based upon a combination of big data and where they live.
- ▶ **Once we** capture your clients, we can plug them into the exchanges they love most.

Create new Geofence

Name *

Country

Description

[Sample CSV File](#) - CSV must follow this format

Upload Addresses

Create

Cancel

	A	B	C	D
1	Address	City	State	Zip Code
2	1234 Test	Tampa	FL	33617
3				
4				

OUR SYSTEM WILL ALLOW YOU TO SPLIT TEST ON ANY SIZE CAMPAIGN

HUMAN OVERSITE

Dedicated Account managers that will observe your account daily to ensure your marketing dollars are being best used and allocated to the things that matter most.

AI OPTIMIZATION

Optimized AB Campaigns Realtime Bidding controls CPM optimization

ONLY SHOW THE
ADS THAT ARE
PERFORMING BEST

A

HURRICANE DAMAGE?
Schedule your
complementary roof
evaluation
NOW! [Click Here](#)

 **Phoenix**
ROOFING &
CONSTRUCTION INC.

B

HURRICANE DAMAGE?
Schedule your
complementary roof
evaluation
NOW! [Click Here](#)

 **Phoenix**
ROOFING &
CONSTRUCTION INC.



BANNER AD FORMATS

With banner advertising reaching your target demographics became much easier. Apply different ad formats, ad units and banner ad sizes for multiple ad campaigns. Customize the way banner ads are served on sites through programmatic platform. Tune online banner advertising performance and easily reach highest click through rate and engagement. Make online banner ads work for you!



300x250



320x50



320x100



250x250



200x200



WE CAN BUILD YOUR FUNNELS AND CAPTURE PAGES

- Our agency services include the design, development and launching of smart landing pages with tracking codes. We work with you to close the loop on conversions and audience development.
- Our experts have been launching multi-million-dollar funnels and capture websites for over 15 years.

Name	Description	Action
the one	fd	⋮
<pre><script type="text/javascript"> var _c = new Date().getTime(); var tag_id = "tag-51466b64-d4fb-4400-832a-5177db5704ec"; var browser_url = window.location.href; var data = {browser_url: browser_url}; var base64data = btoa(JSON.stringify(data)); var url = "https://us.pixel.geofencedsp.com/tag?tag_id=" + tag_id + "&cache_bu_c=" + "&data=" + base64data; var js_script = '<script type="text/javascript" src="' + url + '" async> </script>'; document.write(js_script); </script></pre>		
Items per page: 10 1 of 1		



CANCER GENOMICS

COMPREHENSIVE HEREDITARY CANCER RISK ASSESSMENT

Often, multiple genetic mutations in a single individual are responsible for the development of hereditary cancers.

GET TESTED NOW Get In Touch NOW & Book Your Cancer Genomic Testing TODAY!!

FILL UP TODAY
IT IS PERFORMED AT NO COST

First Name
Last Name
Email Address
Phone
Address
City
State
Zip

SUBMIT

UNDERSTAND HOW YOUR GENETICS CAN INFLUENCE CANCER RISK.

Hereditary or "familial" genetic testing looks for specific inherited changes (mutations) in a person's genetic make-up. Genetic mutations can have harmful, beneficial, neutral, or uncertain impacts on health. Mutations that are harmful may increase a person's chance, or risk, of developing a disease such as cancer. Cancer-related mutations are thought to play a role in 5-10% of all cancers. These particular disease states are known as hereditary cancers, and prior genetic testing can be used to determine an individual's risk.

Cancer is a disorder in which normal control of cell growth is lost—causing abnormal proliferation of the affected cells. Inherited genetic mutations can increase a person's risk of developing cancer through a variety of mechanisms, depending on the function of the mutated gene. Mutations in genes that control the repair of damaged DNA and cell growth are particularly likely to be associated with an increased risk of cancer.

Some people inherit mutation(s) in the genome, potentially allowing for the cancers associated with the mutation(s) to be passed on. These mutation(s) occur in two classes of cellular genes: oncogenes and tumor suppressor genes.

WHO SHOULD GET TESTED

If you suspect that you or someone you know may have an increased risk for cancer, based on factors like abnormal familial cancer history or membership in an at-risk ethnic population (such as Ashkenazi Jewish ancestry), you may want to discuss advanced genetic testing options like our Cancer Genomics with your healthcare provider.

If one of your family members, however distant, has been diagnosed with cancer, there is a chance that you inherited a gene mutation that not only increases your personal risk of developing cancer, but may also be passed on to your offspring—potentially increasing their risk of developing cancer.

Mutation of the genes known to be associated with an increased risk of developing cancer, like those involved in DNA repair, often result in cancers that appear unique. An individual's familial cancer history may include a number of seemingly distinct cancer sites. This misleads the belief that the cancers are unrelated, and not caused by a hereditary mutation.

GET TESTED NOW

BENEFITS OF TESTING

Those who are carriers of hereditary cancer gene mutations, may be at risk of developing cancer earlier in life, as compared to members of the general population. The sooner genetic testing is performed, the more likely it is that this increased risk can be managed appropriately.

Researcher professional practice guidelines describe increasingly stringent monitoring protocols—published specifically for management of patients in which deleterious mutation has been identified. These protocols may require the increased use of more screening tools like mammograms and colonoscopies. Depending on the severity of the identified mutation(s), they may also suggest discussion of more aggressive options like prophylactic surgical intervention. Remember, your healthcare professional is your most valuable source of information.

GET TESTED NOW

HERE ARE SOME OF THE POWERFUL FEATURES THAT YOU WILL GET WITH THE GEOFENCEDSP.COM MARKETING PLATFORM



Free form plotting

Like other GEO fencing technologies, we have a very flexible map system free form plotting feature that allows you to draw your fence lines.



Mult-address list management

You can add any size of commercial and residential address lists and GEO Fence literally millions of residential addresses at a time. NO ONE can do this like us!



Ad delivery flexibility

Users can not only choose what days they want to send ads but also down to the hours of delivery and control their spend.



Customized fence reporting

Ability to dive deep into reporting. You can isolate real time reporting down to the individual fence line.



Real time reporting

No need to wait days or weeks reporting is available in real time so you can make the changes you need to save precious ad spend.



True reporting metrics

Calculate your reporting to the minute on CPM, CPC, and manage tracking code for your landing pages for accurate CPA. You can get this at the ad group,





Automated Alerts

we will let you know when you are running low on your budget so you can keep up.



Machine Learning Optimization

Our system has some of the most specialized optimization technology allowing your spend over time to become much more targeted.



Target by device

You can run Ads against each other and our system will begin showing the correct ad more frequently that is getting the higher conversions automatically.



A/B Ad Optimization

You can run Ads against each other and our system will begin showing the correct ad more frequently that is getting the higher conversions automatically.



Target by operating system

we will let you know when you are running low on your budget so you can keep up.



Target by browser type

Our system has some of the most specialized optimization technology allowing your spend over time to become much more targeted.



Target by geography

You can run Ads against each other and our system will begin showing the correct ad more frequently that is getting the higher conversions automatically.

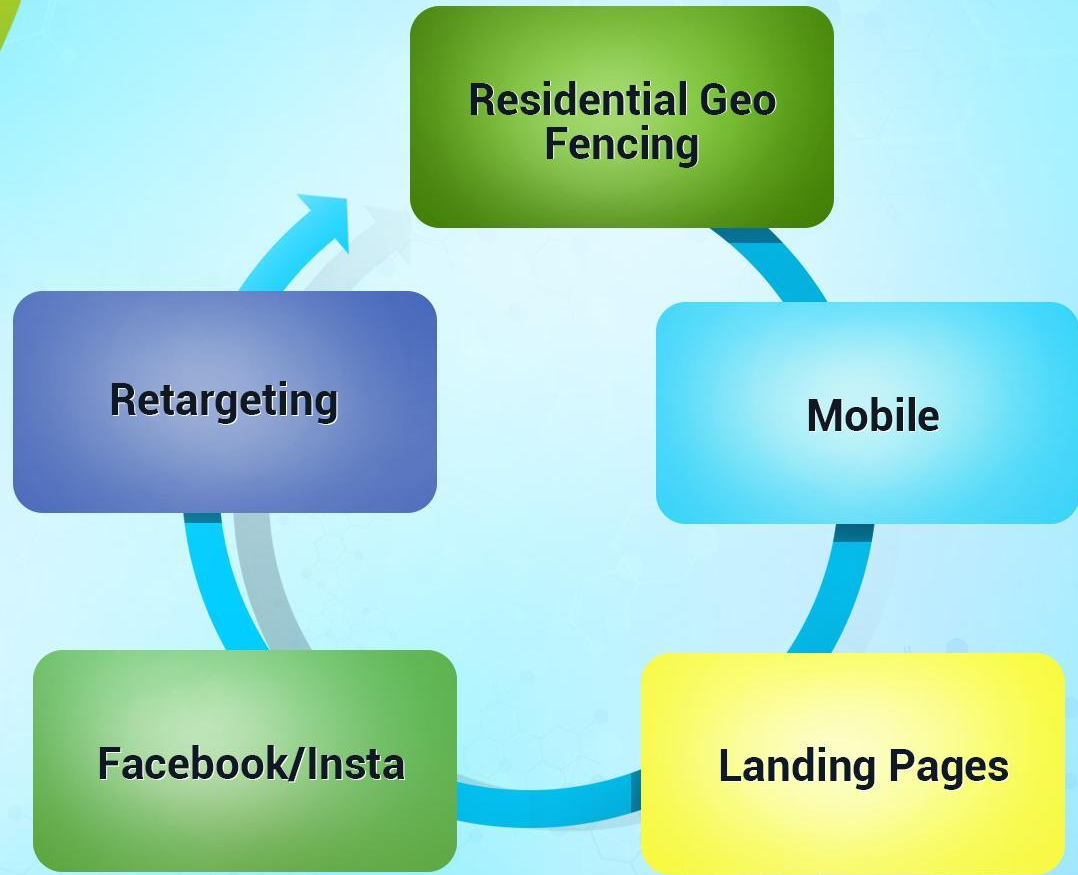


Micro target by exact address

we will let you know when you are running low on your budget so you can keep up.

ADDITIONAL DIGITAL MARKETS POST CLICK

- **Once we** have identified user with our proprietary geo fencing technology, we can plug users into multiple different ad exchanges.
- **As an agency partner**, we can work with you on monetizing and running these campaigns as well.
- **Because we** are more targeted, our system makes spending in other exchanges much more cost effective.



INDUSTRY BASED MARKETING THAT IS PERFECT FOR THE HELIOS MEDICAL MARKETING SERVICES.

- Pharma brands and medications
- Pharmaceutical supply
- Diabetic supply
- Allergy programs
- Laboratory services
- Specialty practice marketing
- Research companies
- Genomics consumer marketing
- Major hospital specialties
- Counseling services
- Nutra specific products
- Home health care
- Medical based resorts
- Alternative health
- Physician marketing
- Medical facility management

And so many more. Talk to us.....

