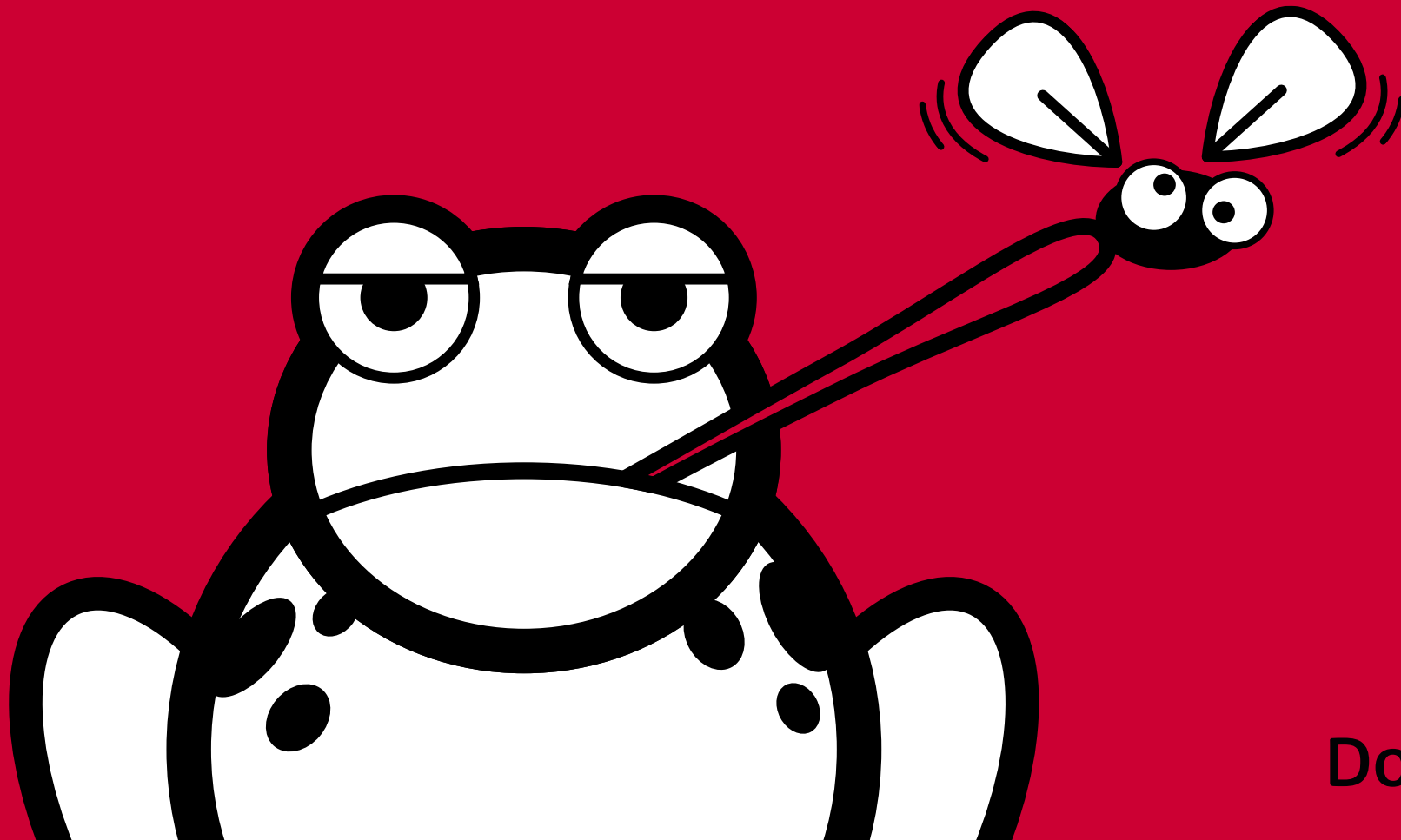


Contextual Targeting

In the right place at the right time



DocCheck



Product overview

Reach your target audience at the critical moment with **DocCheck Contextual Targeting**. Use the full potential of the DocCheck Community with over 90,000 medical terms from the Flexikon to place your advertisement in the most **contextually appropriate** environment.

Whether it's an awareness campaign, OTC product, or patient communication, your message is displayed exactly when it matters – without the use of personal data.

Pricing:
€ 40 CPM

Your benefits:

- **High visibility:** Take advantage of our wide medical reach with over 21.5 million page impressions.
- **Maximum relevance:** Your advertisement appears in a thematically relevant environment, effectively capturing users' attention.
- **100% GDPR-compliant:** Entirely context-based, without any cookies.



Here's how it works:

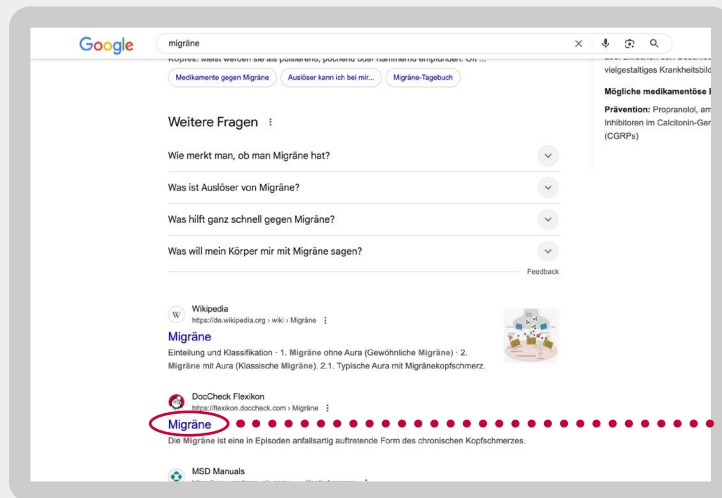
1. **You provide us** with a topic or relevant keywords for your campaign, product, or indication.
2. **We analyze** suitable content on our website and identify article pages that match your subject matter.
3. **Contextual Targeting identifies** the true meaning of the content – far beyond simple keywords.
4. **Your banner is displayed** when a user visits a relevant page – dynamically, in real time, and within the right context.



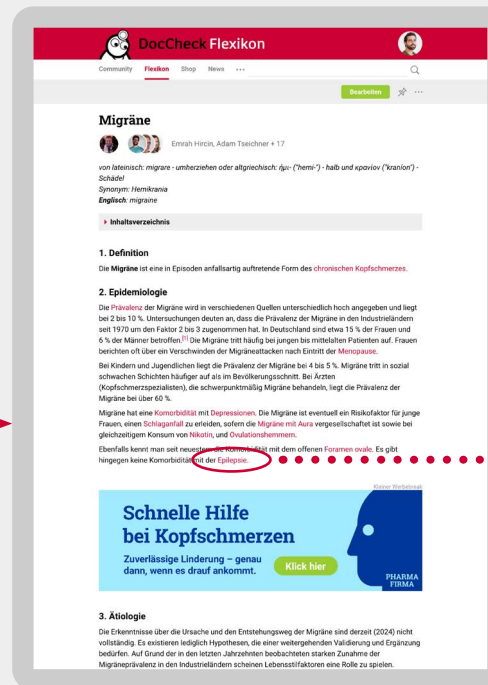
The user journey

How users experience your advertisement: An example

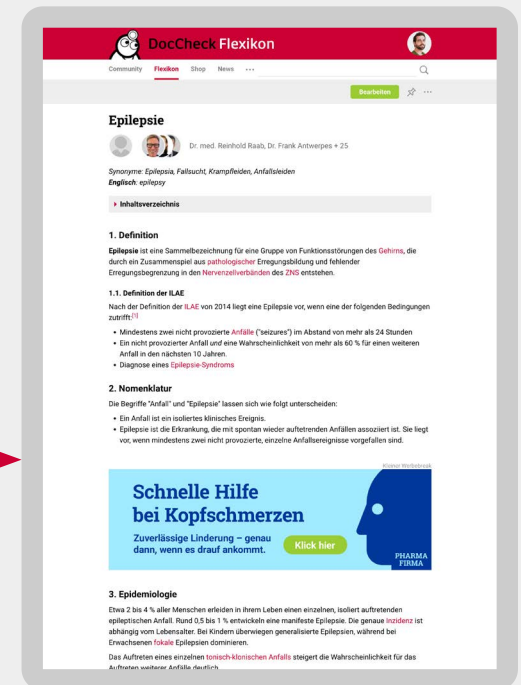
When a user searches for information on "migraine", they may access a Flexikon article either through the DocCheck search or via organic search results. What happens next?



Keyword research



Your advertisement within a relevant article



Repeated delivery of your advertisement

The key benefit? Your message remains present throughout the user's research journey, without being intrusive.



Your contacts



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Head of Business Development

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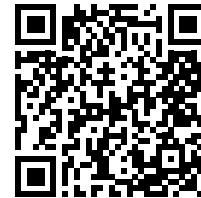


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Curious to learn more?



Further information on all DocCheck
services can be found here:

more.doccheck.com/en/business