



Introduction to Solyte Health: Your Partner In Digital Marketing and Advertising for Pharma

Delivering targeted, data-driven marketing solutions tailored to the pharmaceutical industry

SECTION 1 | COMPANY OVERVIEW

A Collective Endeavor



We Are Solyte Health

Being Set Apart From The Rest



Founded With a Purpose

To provide **digital marketing and advertising solutions** that are compliant, effective, and uniquely suited to the **pharmaceutical industry**.



Expertise

Combined experience in **digital marketing, -advertising and AI**, with a focus on navigating the complexities of pharmaceutical marketing by means of **unique data points**.

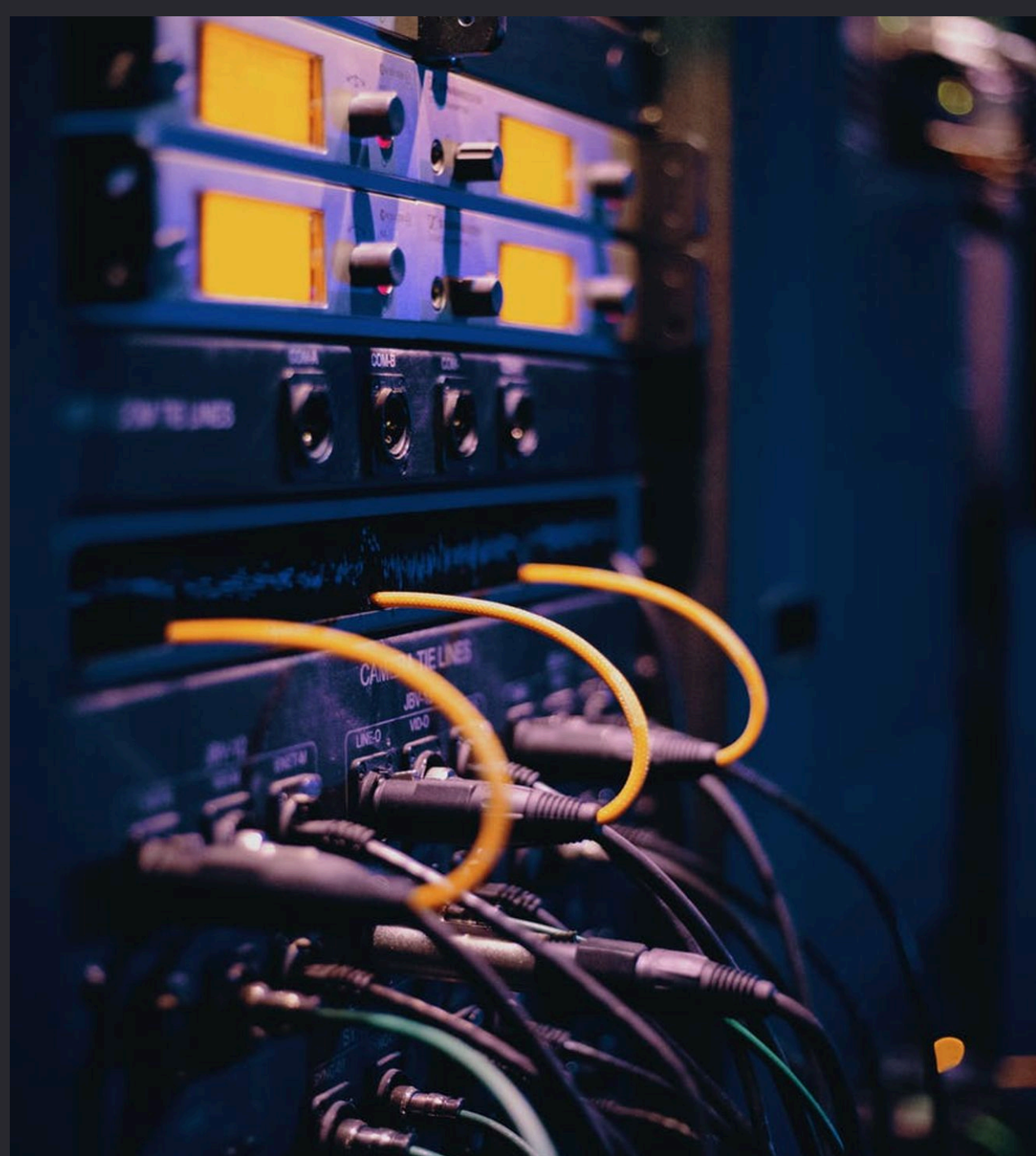


Our Background

Founded by **MarTech entrepreneurs and Computer Scientists**. A strong team of **in-house computer scientists, AI engineers, data scientists, and creative designers** ensures we offer holistic solutions.

SECTION 2 | OUR SERVICES

Tailored Solutions



Encapsulating Digital

Global digital services addressing **all stages** of the product life cycle, from pre-launch to patent expiry.

	Creative Agency	Solyte	Media Agency
Graphic Design & Content Creation	✓	✓	
Media Planning & Strategy		✓	✓
Media Distribution		✓	✓
Website Development	✓	✓	
Performance Tracking		✓	✓
Audience Building		✓	✓
Data Interpretation (Numbers and Visuals)		✓	
Individualized User Journeys		✓	
Patient Identification		✓	

Fast paced - Accurate - Effective

Our technology stack and AI ensure for accurate, and timely execution of your digital strategy.



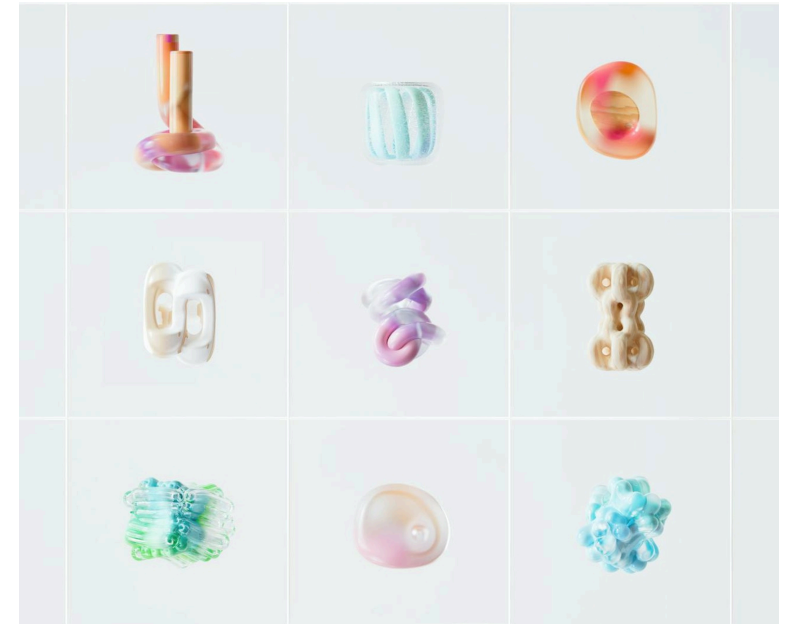
Data Interpretation

Analyzing and making sense of collected data to **extract actionable insights**.



Individualized User Journeys

Guide users through **personalized interactions** to optimize engagement and conversions.



Patient Identification

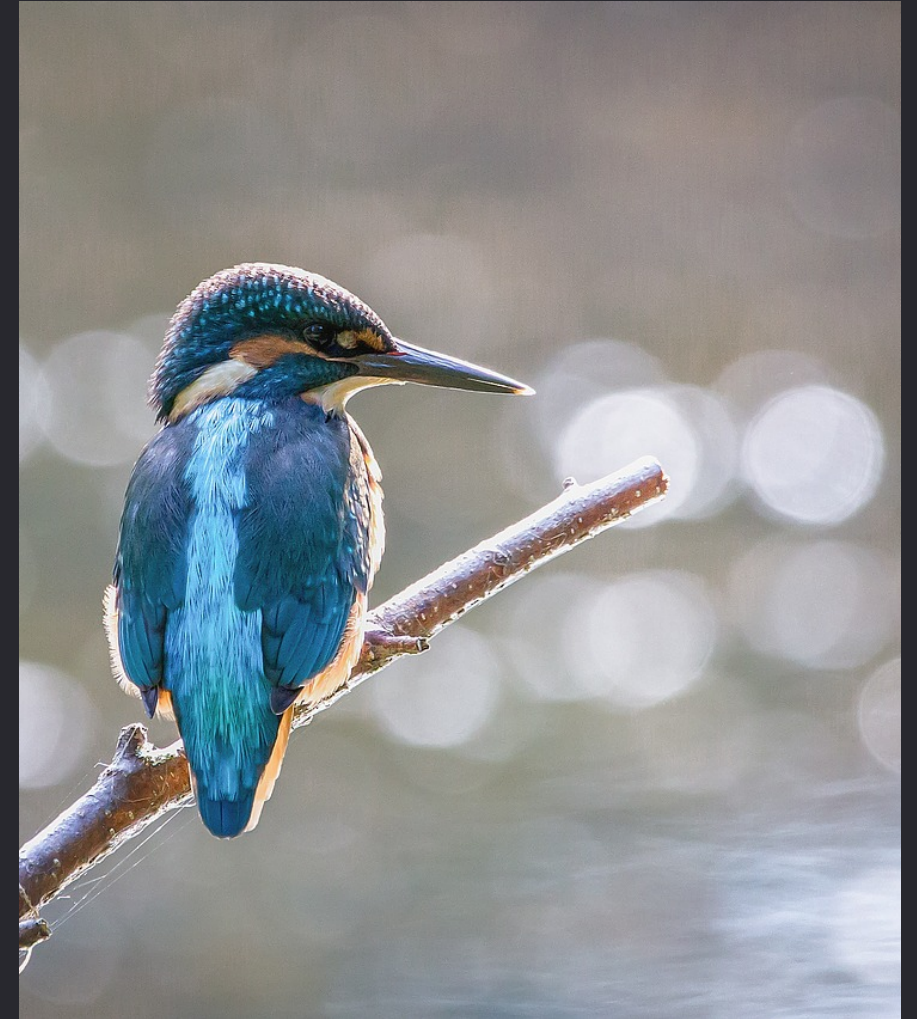
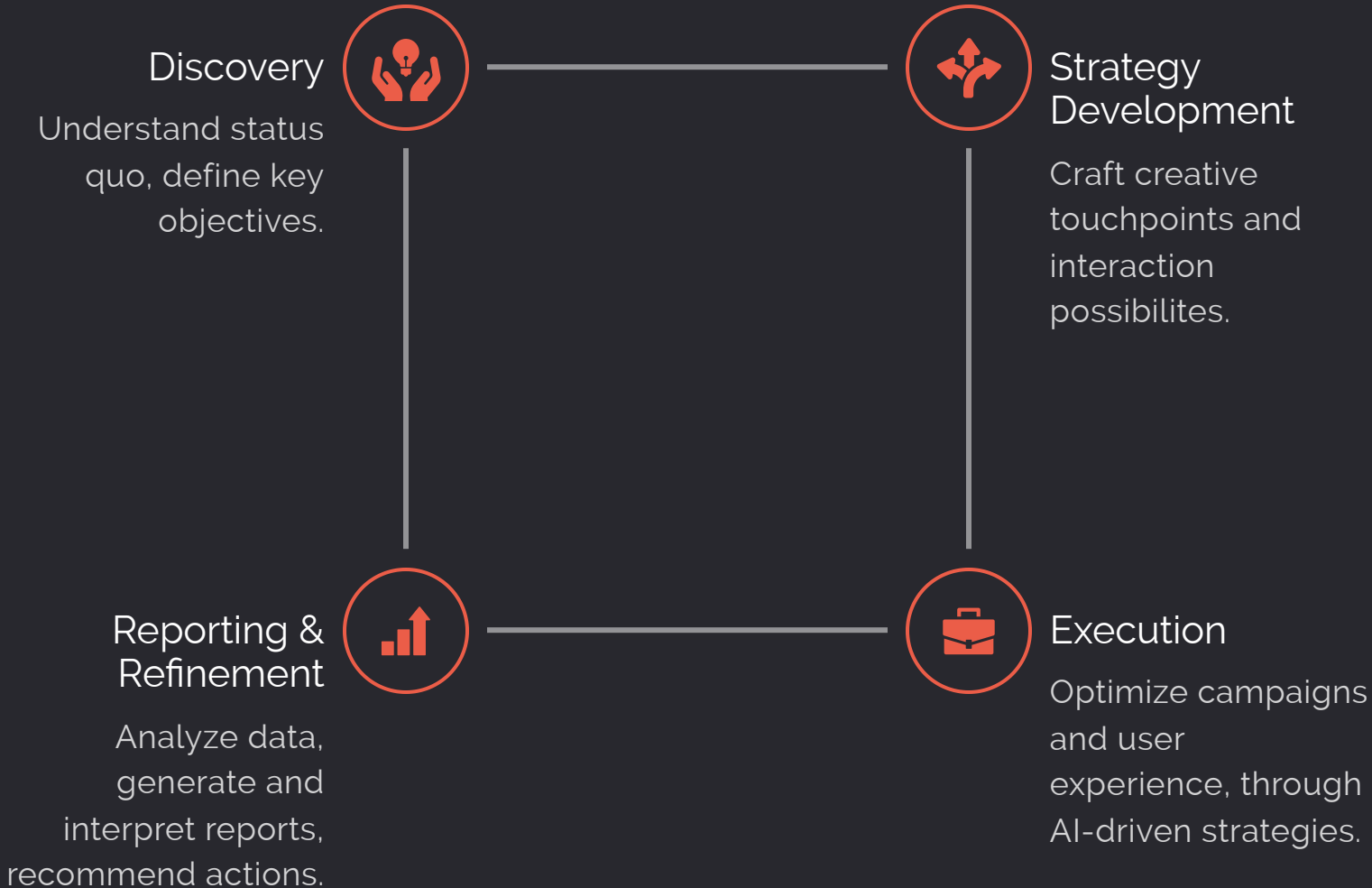
Shortening patient journeys based on **digital touchpoints and interaction** with Solyte content.

SECTION 3 | THE SOLYTE PROCESS

Algorithmic Panorama



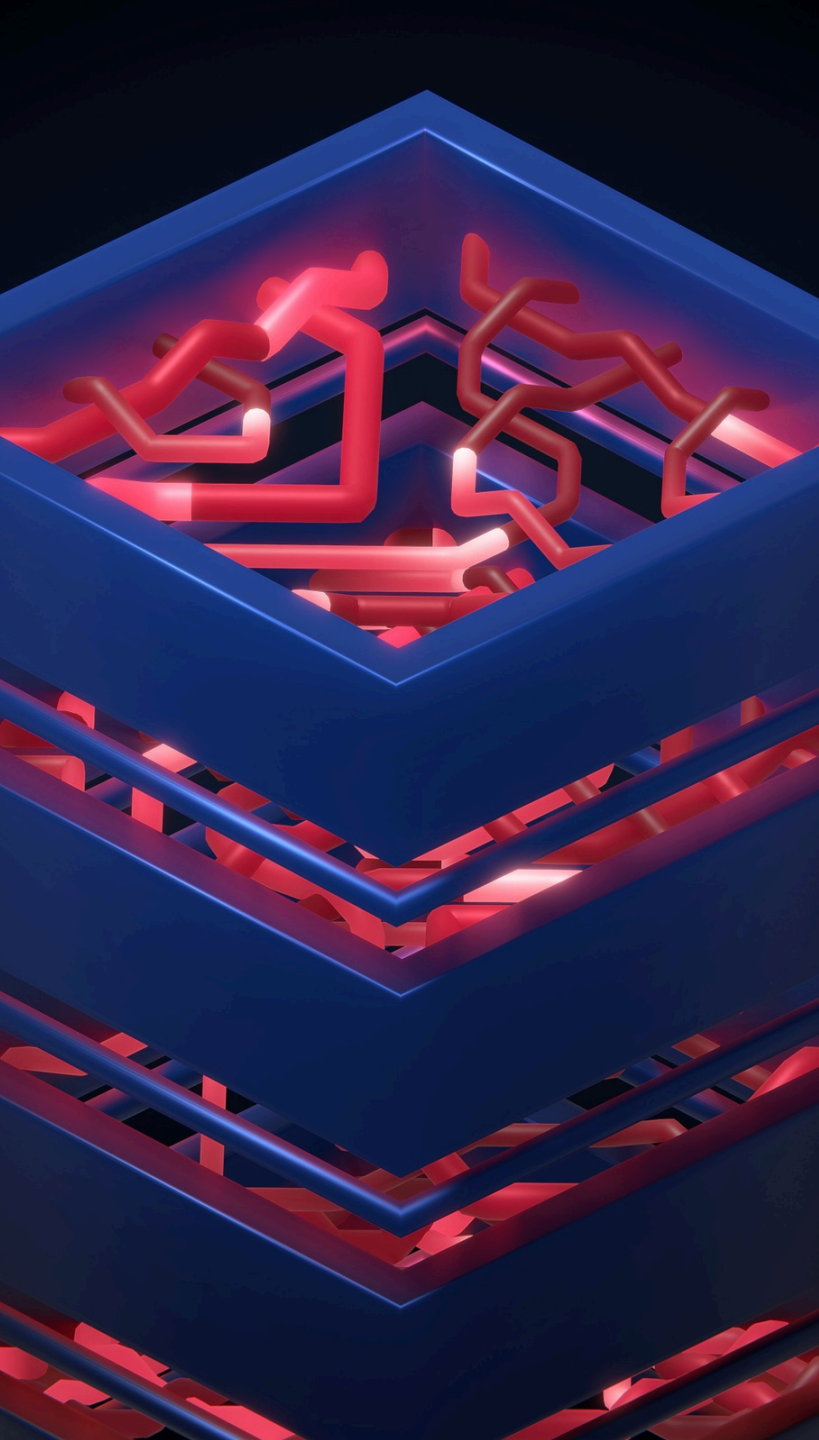
Strategy Cycle



SECTION 4 | THE SOLYTE TOUCHPOINT SYSTEM

Mastering Technological Dominance



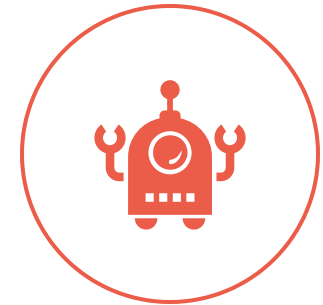


What's the Solyte Touchpoint System?



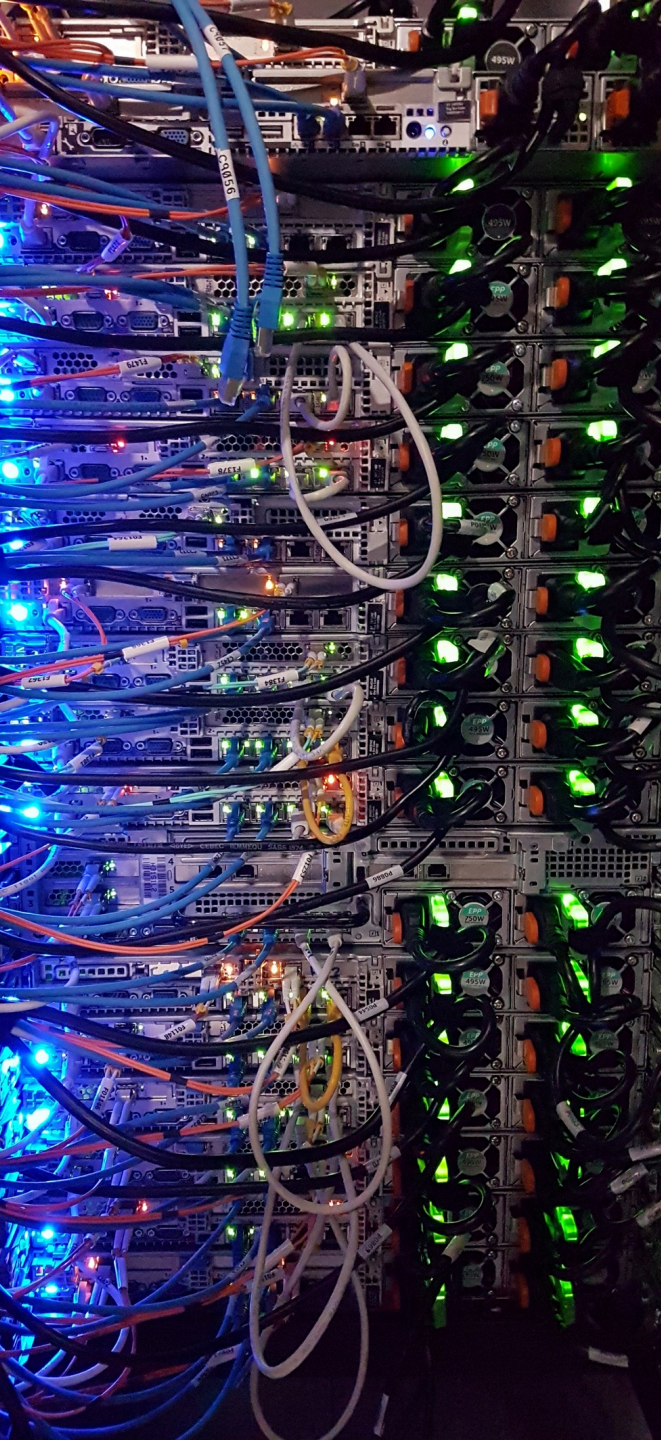
Reach beyond comparison

Our **proprietary technology stack** is designed to target and engage **Healthcare Professionals (HCPs) and Patients** through digital touchpoints.



Learning by doing

Combining the best of **data, AI, and programmatic advertising** we deliver tailored strategies that convert.



Demand Side Platform (DSP)

1. Automates media buying for **programmatic advertising** across multiple channels (web, mobile, social)
2. Optimizes ad spend by ensuring ads are only shown to **relevant HCPs**, reducing waste.
3. Leverages data to refine and adjust bids in real time, improving campaign outcomes.

Adserver

1. Delivers ads to HCPs at the right time and place across devices.
2. Tracks and reports on **performance metrics** such as impressions, clicks, and conversions.
3. **Real-time updates** allow for rapid optimization based on user engagement.

Data Warehouse

1. Aggregates vast amounts of data from various sources (clinical data, HCP behavior, market insights).
2. Allows for **deep analysis** of campaign performance and audience segmentation.
3. Ensures **data security** and **compliance** with privacy regulations like HIPAA and GDPR.

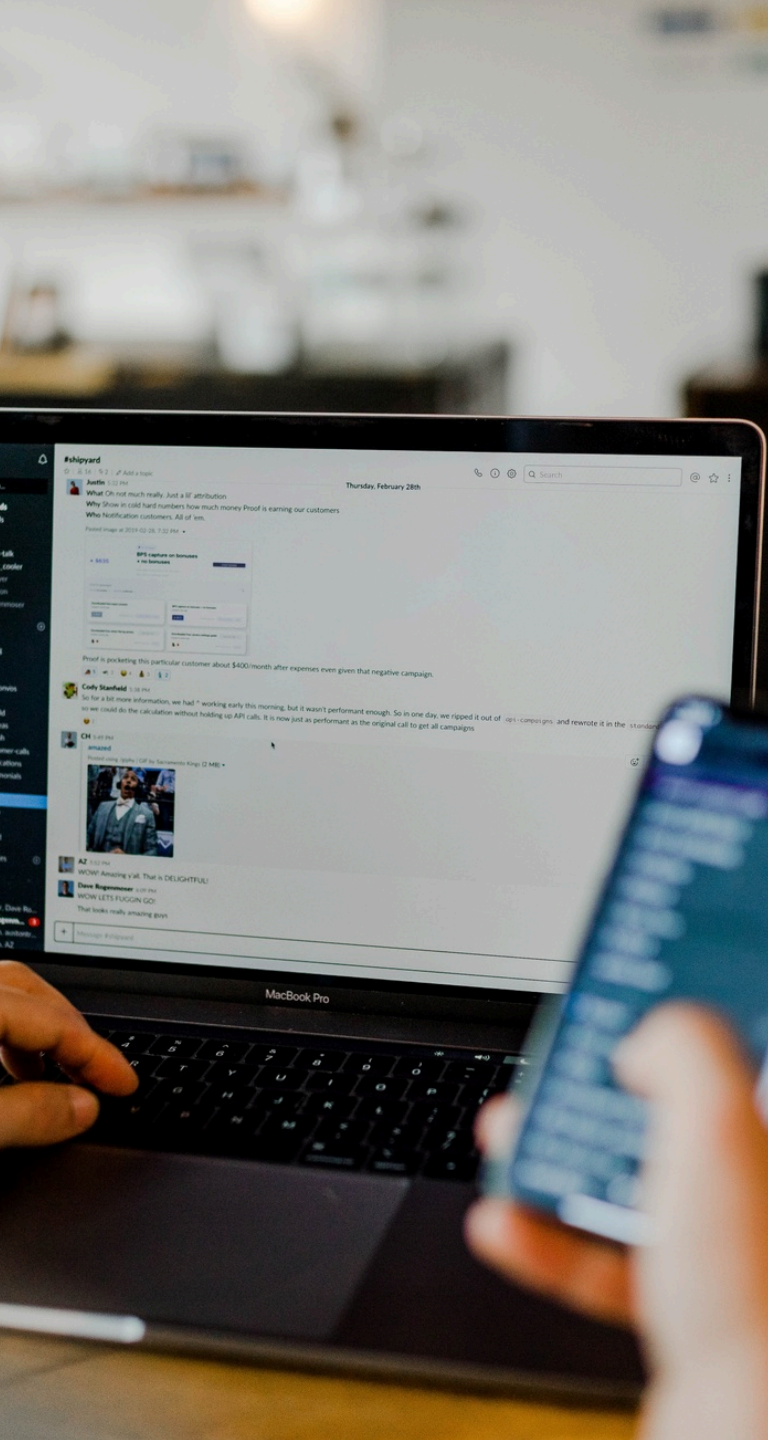
Data Management Platform (DMP)

1. Collects and organizes **first- and third-party data** from multiple touchpoints.
2. Builds rich audience profiles to better understand and target HCPs.
3. Provides insights into **HCP preferences, behaviors, and interests** to inform future campaigns.

SECTION 6 | IMPACT ASSESSMENT

Lights On





How We Measure Impact

"Embrace change. Envision what could be, challenge the status quo, and drive creative destruction." Charles Koch

Real World Outcomes

We don't just track digital metrics - we assess **campaign impact** by comparing HCPs patient engagement behaviour with digital engagement.

Brand Awareness

We conduct pre- and post campaign surveys with target groups to measure **perception and intent** among the target audience.

Interaction

We track how long users spend on the campaign's landing page or site and also **track their engagement** with "call to actions" to cluster them into different funnels.

SECTION 7 | WHY CHOOSE SOLYTE

You Know **Why**



- **90% Saving on Agency Costs**

Driven by AI-powered insights, our tailored approach refines the most impactful strategy, synchronizing with campaign objectives and **optimizing effectiveness through proven principles**, minimizing costly agency dependencies.

- **70% Faster Concept-to-Production**

Leveraging cutting-edge AI, we swiftly craft tailored marketing strategies and content, **surpassing conventional approaches**.

- **Lifecycle Support**

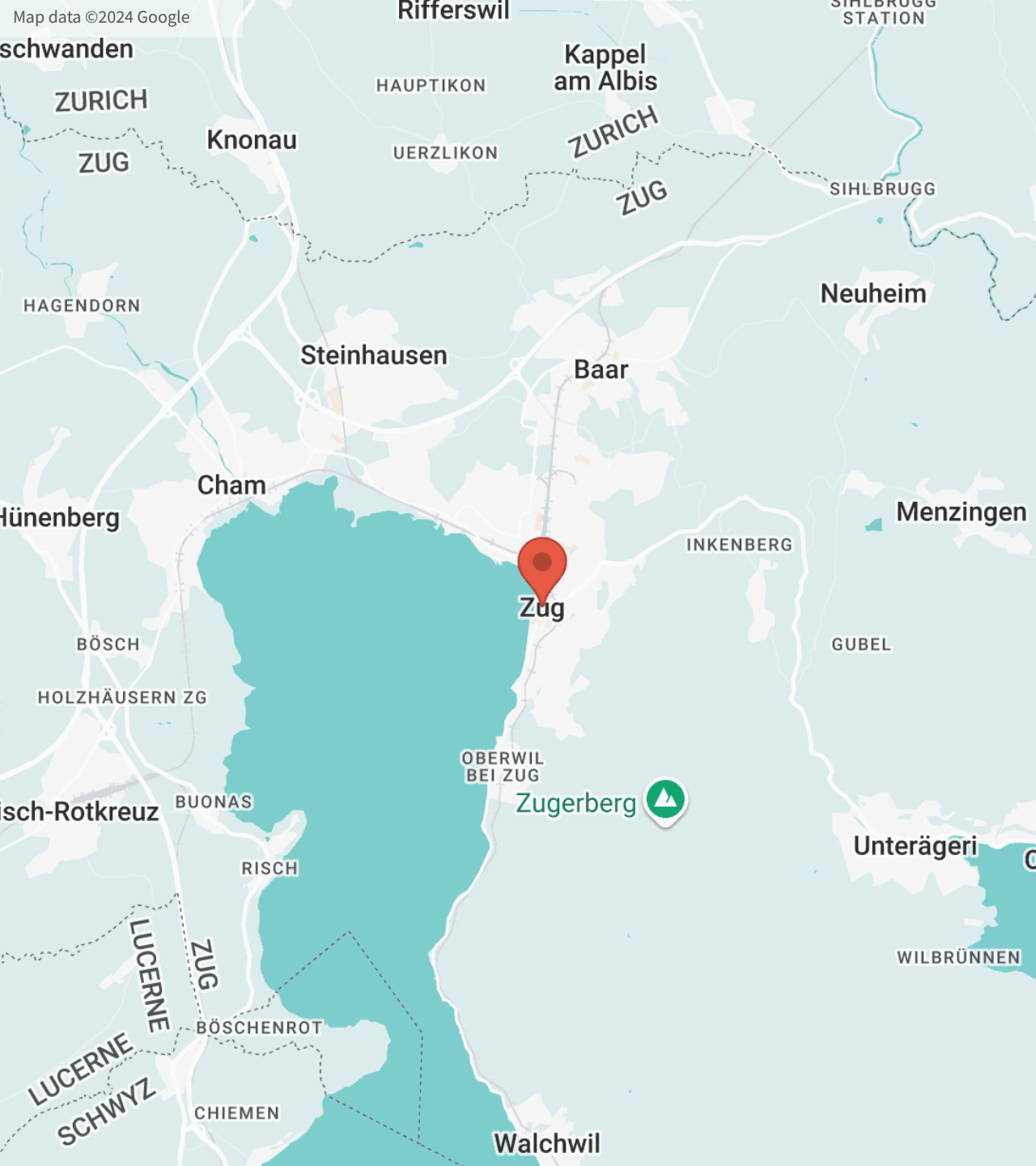
Our AI-driven solutions provide tailored lifecycle support to address your **evolving communication** needs with HCPs and patients alike.

- **AI Driven Precision**

Use of **AI and machine learning** to create dynamic targeting models. Identifies and profiles **HCPs and patients** based on location, behavior, and device usage, enabling highly specific campaigns




How about it?



Contact Us

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