

“ Connecting Search and Programmatic HCP buys – we take the top 25 keywords by distinct NPIs reached every month to retarget programmatically for an additional touchpoint, with hopes of pushing them down the funnel to write a script.

— Demi Morganstein, Head of Programmatic, Dentsu Inc.

Source: Demi Morganstein, Head of Programmatic, Dentsu Inc.

✓ Validated

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