



## Nativo | Curated Deals

### SPARC Vertical Package - Pharma

SPARC, powered by Nativo Predictive Audiences, drives high-quality traffic to your brand destination with content-like ad formats, boosting post-click engagement.

**Activate Off-the-Shelf Audiences pre-bundled for pharma brands today!**

# 4.2b+

Monthly avails for pharma engagers

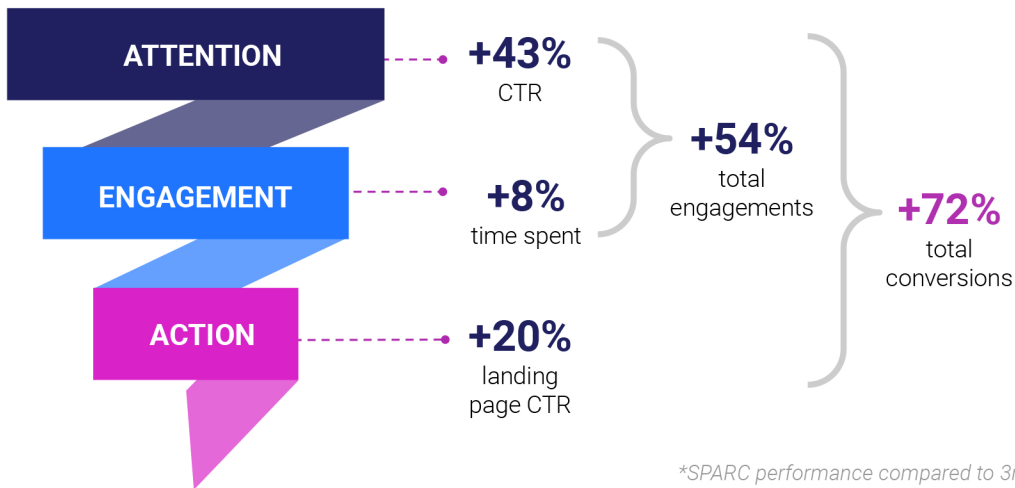
## 50%

Increase in CTR for pharma brands using SPARC OTS Audiences

## 80%

Greater reach compared to only cookied environments

#### LIFT FULL-FUNNEL PERFORMANCE TO DRIVE CONVERSIONS



*\*SPARC performance compared to 3rd party cookies (Nativo Data, 2024)*

#### SCALE ACROSS PREMIUM SITES

EVERYDAY♥HEALTH

SHAPE

verywell health

Woman's World

Health

MEN'S JOURNAL



empowerHER

#### CUSTOMIZE ACTIVATION OPTIONS

- **Formats** - Native Article, Native Display, Native Video, Outstream Video, Stories
- **Devices** - desktop, tablet, mobile- web & in-app
- **Buying** - Programmatic, PMP, managed service

