

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

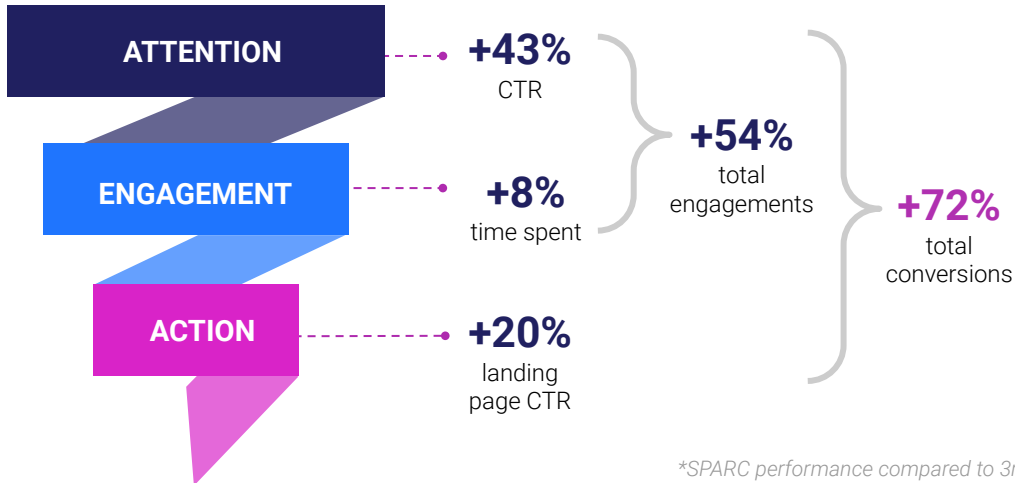
50%

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 WebMD® MENS JOURNAL
verywell health Woman's World Health
MedicineNet SHAPE  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