

Welcome to a more ethical — and effective — way of reaching your audiences

UNTU is an innovative healthcare media, data, and technology company. We combine the highest quality data and inventory to deliver the most effective digital media solutions for our clients.

UNTU believes that doing things the right way is the best way. By using permissioned data that's both HIPAA and NAI compliant, we protect the privacy of our audiences while connecting our clients with the exact people they want to reach.

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UNTU Premium PMPs

Our Private Marketplaces (PMPs) combine our unique data with premium advertising inventory across high-impact channels spanning display, native, social, video, and OTT. This approach ensures our data is used responsibly, benefitting brands and the patients we reach.



Full-Service Activation

We leverage our in-house data science and media activation teams to help brands and agencies build custom segments, reach precise audiences, and measure results, all while delivering transparently across all addressable channels.



UNTU DSP

Launching later this year, our self-serve DSP comes loaded with over 250 different audience segments ready for immediate activation, enabling you to manage your own advanced, programmatic healthcare advertising campaigns across all addressable media.

2.5MM+

patients in our permissioned panel

750K+

medical professionals in our HCP panel

250+

individual patient condition segments

3,600

individual attributes in each audience model

500+

connected platforms including all major DSPs

UNTU Health Cloud™

The UNTU Health Cloud is a category-defining insights panel that uses AI-driven modeling and precision scaling to enable the creation of privacy-first, ultra-targeted audiences.

1. Patient Insights

We derive detailed insights from 2.5MM+ patients in our permissioned audience panel.

2. AI Modeling

We use AI and machine learning to create custom models for each audience, using over 3,600 attributes.

3. Precision Scaling

We scale each audience to precisely match the seed, with audiences as small as 1.25MM people.

4. Strategic Activation

We provide flexible ways to activate through our self-service PMP, on Facebook, or with our fully-managed service.

UNTU

Healthcare marketing held to a higher standard™

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Why our way is the right way to reach your audiences.

UNTU does things differently. Like others in our space, we create models using seed audiences and apply those models to the U.S. population. But that's essentially where the similarities end. Here's why UNTU is better:

	Others	UNTU
1 Fully-Permissioned, Opt-in Audiences By using permissioned data that's both HIPAA and NAI compliant, we protect the privacy of our audiences while connecting our clients with the exact people they want to reach.	Audiences created surreptitiously and without patient permission	Audiences created with fully-permissioned, opt-in data
2 Data That Goes Way Beyond Demographics Because our data is fully-permissioned, we model and scale audiences using 3,600 different attributes spanning demographic, geographic, attitudinal, behavioral, financial, retail and political data. Our competitors are limited to demographic scaling only.	Audiences can only be scaled using demographic data	We scale audiences using over 3,600 different attributes including demographic, attitudinal, behavioral, financial and retail data
3 Our Audiences Are 10x More Accurate Our audience segments are 10x more targeted than our competitors. Why? Our competitors are required to build watered-down segments that reach 10% of the US online population. Where they sell "deciles," our audiences start at the very 1st percentile.	Required to sell watered down segments in "deciles," each one reaching 10% of the US population (25MM people)	Highly targeted audiences, starting at just 1% of the US population (2.5MM people)
4 Category-Defining Commitment to Quality Control and Brand Lift At UNTU, we make certain our data is likely to achieve your KPIs. Our stringent quality thresholds result in scaled audience segments that are 3x to 12x more likely to resemble our seed sample than the U.S. population.	Audience data may not reflect seed segment	Audience data always reflects seed segment — 3x minimum
5 The Most Flexible Ways of Working We provide PMPs for immediate activation, plus the ability to activate on Facebook and a highly effective managed service offering that marries our data with curated supply.	Data licensing only	Activate UNTU data using our always-on PMPs, on Facebook, or in partnership with our highly skilled managed service team

Each of UNTU's segments combine our exclusive, fully-permissioned audience data with premium video and display inventory.

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Activate immediately with our full-service team, on Facebook, or with all major DSPs including Xandr, TTD, Basis, Amobee, Verizon, Samsung, DV360, and others.

Patient Conditions

Alcohol & Tobacco

Alcohol Consumption
Alcoholism*
Smoking & Tobacco Use
Smoking Cessation

Allergies

Allergies: All
Allergies: Animal
Allergies: Drug / Medication
Allergies: Environmental
Allergies: Other Food
Allergies: Hay Fever
Allergies: Lactose Intolerance
Allergies: Nuts
Allergies: Shellfish

Autoimmune

AIDS / HIV*
Autoimmune Illness
Lupus

Blood Disorders

Anemia
Blood Disorders: All
Hemophilia
Idiopathic Thrombocytopenic Purpura (ITP)
Von Willebrand Disease

Cardiovascular & Heart Health

Arrhythmia / Atrial Fibrillation / AFIB
Atherosclerosis / Hardening of Arteries
Congestive / Chronic Heart Failure (CHF)
Coronary Artery Disease (CAD)
Deep Vein Thrombosis (DVT)
Dyslipidemia
Edema
Heart Disease
High Cholesterol
High Cholesterol: Spanish Speaking
Hypertension / High Blood Pressure
Hypertension / High Blood Pressure:
Spanish Speaking
Hypotension / Low Blood Pressure
Myocardial Infarction (Heart Attack)
Peripheral Arterial Disease (PAD)
Stroke
Venous Thromboembolism

Cold, Flu & Infectious Diseases

Common Cold
COVID-19 Vaccine (Propensity)
Flu Vaccine (Propensity)
Hepatitis A
Hepatitis B*
Hepatitis C*
Herpes*
Human Papillomavirus (HPV)*
Influenza
Lyme Disease
Sinusitis

Endocrinology & Diabetes

BMI: High / Obesity
BMI: Low
BMI: Normal
Diabetes: All
Insulin: Intermediate Acting
Insulin: Long Acting
Insulin: Mealtime/Rapid-Acting
Insulin: Short Acting
Oral Anti Diabetics (OAD's)
Osteoporosis
Thyroid Conditions: All
Thyroid Conditions: Hyperthyroidism
Thyroid Conditions: Hypothyroidism
Type 1 and 2 Diabetes
Type 1 Diabetes
Type 2 Diabetes
Type 2 Diabetes: Spanish Speaking

Gastrointestinal & Digestive Health

Acid Reflux / GERD
Acid Reflux: Spanish Speaking
Celiac Disease
Constipation
Crohn's Disease
Gastric Ulcer
Gastritis
Gluten Intolerance

Heartburn
Irritable Bowel Disease (IBD)
Irritable Bowel Syndrome (IBS)
Ulcerative Colitis
Ulcers

General Health, Wellness & Lifestyle

Baldness / Hair Loss
Chronic Fatigue Syndrome (CFS) /
Myalgic Encephalomyelitis (ME)
Physical Activity: High
Physical Activity: Low

Hearing Conditions

Deafness
Hearing Loss

Mental Health

Anxiety*
Attention Deficit Hyperactivity Disorder (ADHD)*
Bipolar Disorder*
Depression*
Dyslexia*
Eating Disorder: All*
Eating Disorder: Anorexia*
Eating Disorder: Bulimia*
Obsessive Compulsive Disorder (OCD)*
Post-Traumatic Stress Disorder (PTSD)*
Schizophrenia*

Neurology

Amyotrophic Lateral Sclerosis
(ALS/Lou Gherig's Disease)
Autism
Cerebral Palsy
Epilepsy
Huntington's Disease
Memory Loss
Memory Loss: Alzheimer's Disease
Memory Loss: Dementia
Memory Loss: Other
Migraine: Spanish Speaking
Migraines
Mild Cognitive Impairment
Multiple Sclerosis
Neurologic / Nervous Condition: All
Neuropathy / Nerve Damage
Parkinson's Disease
Seizures
Tardive Dyskinesia
Tourette's Syndrome

Oncology

Bladder Cancer*
Bone Metastasis*
Breast Cancer*
Cancer: All*
Cervical Cancer*
Colorectal Cancer*
Head and Neck Cancer*
Hodgkin's Lymphoma*
Kidney (Renal) Cancer*
Leukemia*
Liver Cancer*
Lung Cancer*
Multiple Myeloma*
Non-Hodgkin's Lymphoma*
Oral Cancer*
Ovarian Cancer*
Prostate Cancer*
Skin Cancer*
Thyroid Cancer*
Uterine Cancer*

Oral Health & Dental

Gingivitis
Gum Disease
Orthodonture
Sensitive Teeth
Sialorrhea

Orthopedics, Pain, & Injury

Ankylosing Spondylitis
Arthritis: All
Arthritis: Psoriatic
Arthritis: Rheumatoid
Carpal Tunnel Syndrome
Dupuytren's Contracture
Fibromyalgia
Gout
Hernia

Injury: Serious Fall
Injury: Spinal Cord
Injury: Traumatic Brain
Muscular Dystrophy
Osteoarthritis
Pain: All
Pain: Ankle / Foot
Pain: Back
Pain: Chronic
Pain: Chronic (Spanish Speaking)
Pain: Elbow
Pain: Hip
Pain: Injury, Accident or Surgery
Pain: Knee
Pain: Neck
Pain: Shoulder
Paralysis
Sciatica
Scoliosis

Pulmonary & Respiratory Health

Asthma
Asthma: Pediatric
Asthma: Spanish Speaking
Chronic Lung Disease
COPD
Cystic Fibrosis
Idiopathic Pulmonary Fibrosis (IPF)
Pulmonary Hypertension

Reproductive, Family & Sexual Health

Endometriosis
Erectile Dysfunction (ED)*
Expectant Parents
Pregnancy
Hypogonadism (Low Testosterone, Low LH,
Low FSH)
Infertility*
Menopause
Newborn Child
Peyronie's Disease
Premature Ejaculation*
Uterine Fibroids
Vaginal Dryness

Skin & Dermatology

Acne
Acne - Spanish Speaking
Actinic Keratosis / Solar Keratosis
Antiangi Treatments
Cold Sores*
Dandruff
Dry Skin
Eczema / Atopic Dermatitis
Hyperhidrosis
Psoriasis
Rosacea
Shingles
Skin Conditions: All

Sleep Disorders

Insomnia
Narcolepsy
Restless Leg Syndrome
Sleep Apnea

Treatments & Procedures

Chemotherapy*
Cosmetic Surgery
Counseling / Psychological Therapy*
Elective Surgery
Pharmacy Preference
Physical Therapy
Radiation Therapy*
Telemedicine
Treating: Prescription Medication
Treating: Vitamins & Supplements

Urology & Kidney Health

Chronic Kidney Disease
Enlarged Prostate / BPH
Incontinence: All
Incontinence: Bowel
Incontinence: Urinary
Kidney Disease
Kidney Stones
Overactive Bladder
Renal Impairment

Vision & Eye Care

Astigmatism
Blindness
Cataracts
Color Blindness
Contact Lens User
Corrected Vision
Diabetic Eye Disease (Retinopathy)
Dry Eyes
Glaucoma
Macular Degeneration
Macular Degeneration: Wet
Macular Edema
Uveitis
Vision Impairment: All
Wear Eyeglasses

HCP & Healthcare B2B

Caregivers
Doctor / Physician's Assistant
Executive / Administrator
HCP by Specialty (Available Upon Request)
HCP: All
Nurse / Nurse Practitioner
Optician / Optometrist
Pharmacist
Senior Care (LTC / Hospice)
Workplace: Clinic
Workplace: Hospital
Workplace: Insurance/Payer

Commonly Prescribed Brands

Autoimmune

Biktarvy
Descovy
Genvoya
Triumeq

Cardiovascular & Heart Health

Eliquis
Entresto
Xarelto

Cold, Flu & Infectious Diseases

Gardasil
Harvoni
Prevmar-13

Endocrinology & Diabetes

Januvia
Jardiance
Ozempic
Rybelsus
Trulicity

Gastrointestinal & Digestive Health

Entyvio
Linzess
Stelara
Viberzi

Mental Health

Invenga Sustenna*
Vraylar*

Neurology

Aubagio
Avonex
Botox
Kesimpta
Namzaric
Ocrevus
Spinraza
Tecfidera

Oncology

Ibrance*
Jakafi*
Keytruda*
Neulasta*
Opdivo + Yervoy*
Revlimid*
Xtandi*

Orthopedics, Pain, & Injury

Cosentyx
Xeljanz
Enbrel
Humira
Remicade

Skin & Dermatology

Botox (Cosmetic)
Dupixent

Vision & Eye Care

Eylea
Ozurdex

For an extended list of conditions and brands, contact hello@untu.us.

*Sensitive conditions are modeled only using enhanced demographic data.