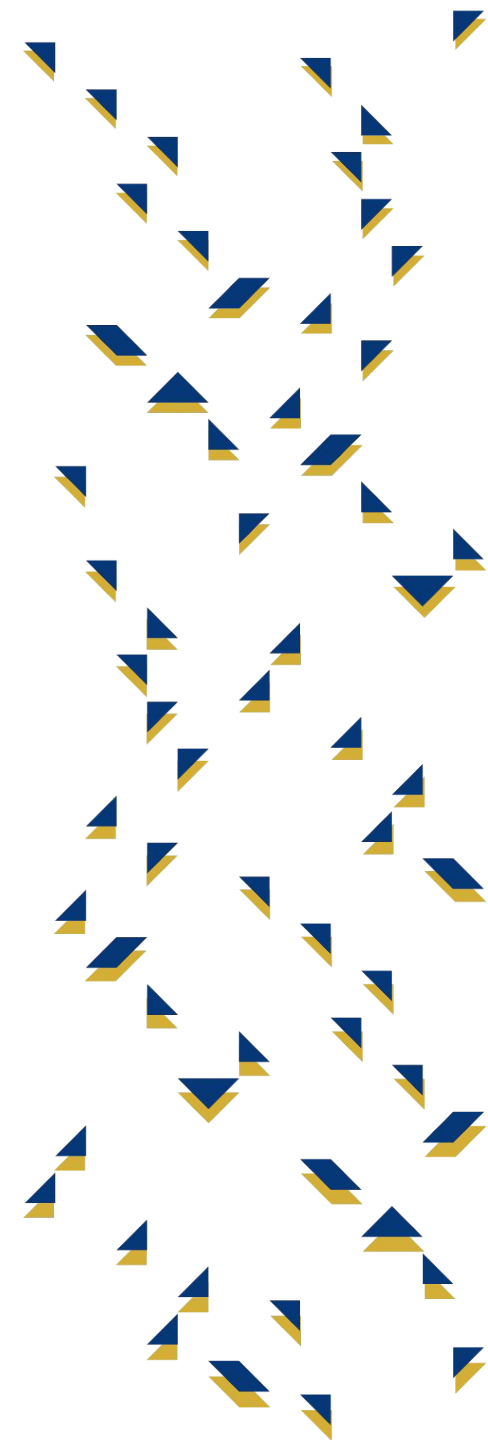




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## Media Kit

April – 2025



## About Modeus Media

Modeus is the largest healthcare software provider to the Australian Retail Pharmacy Market, with over **75% of Australian Community Pharmacies (approx. 4,300 pharmacies)** as customers, including all Australian major pharmacy chains.



### Pharmacy



### Veterinary



### Hospital



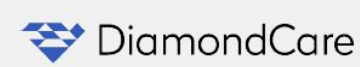
### Ambulance



### Warehouse



### Aged Care



### Mobile



Modeus Media  
reaches

75%

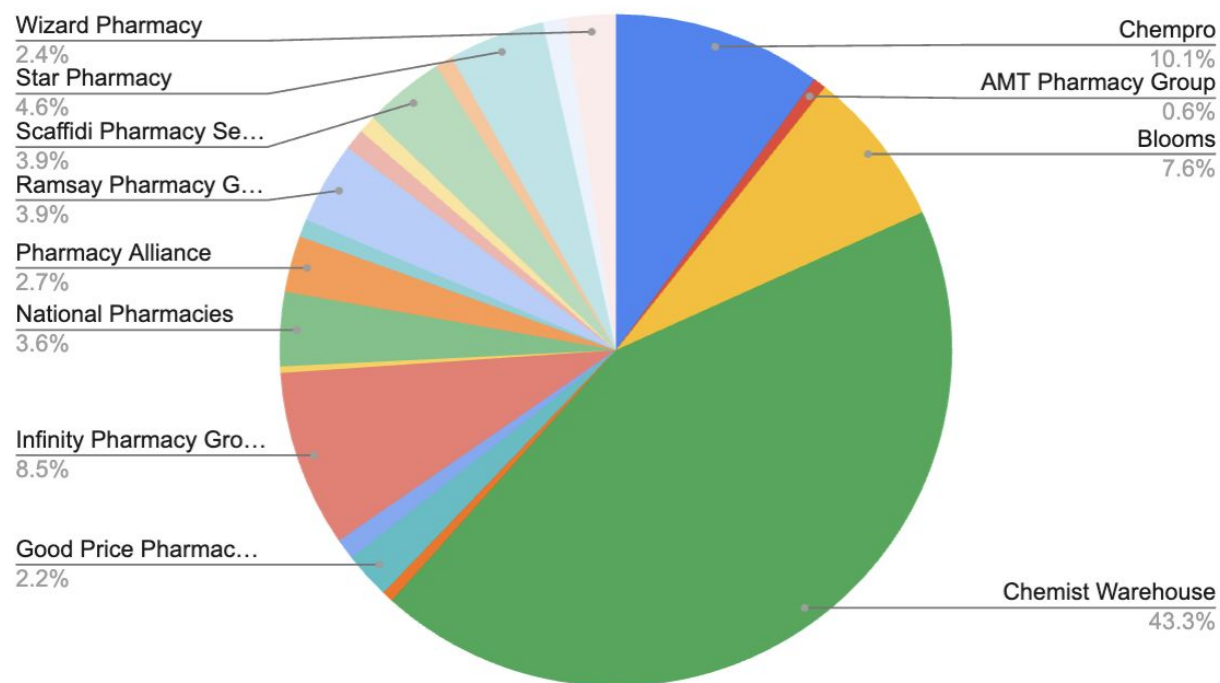
of Australian  
Pharmacies

~4,300

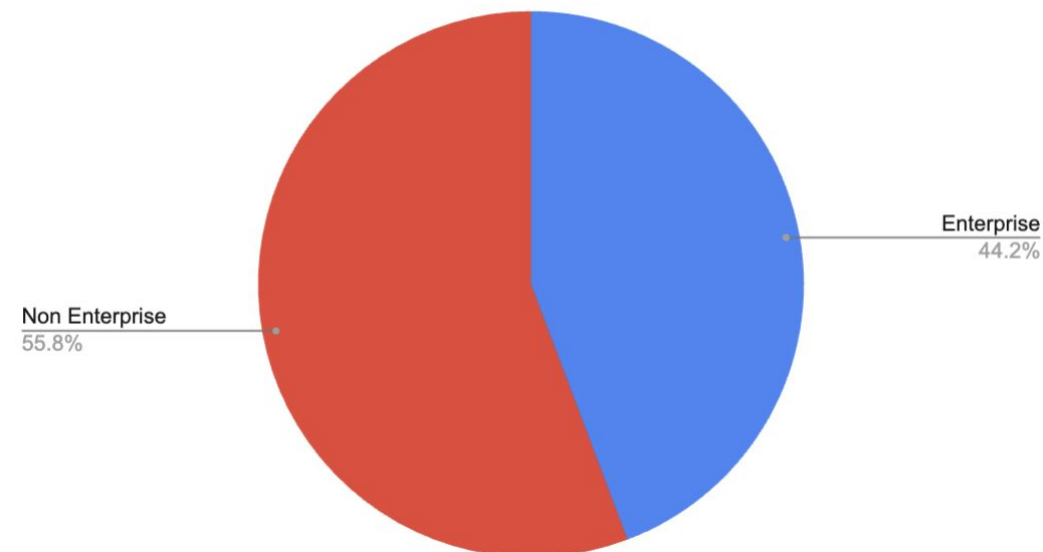
pharmacies



## % of Pharmacies on DDBook Cloud per Enterprise Group

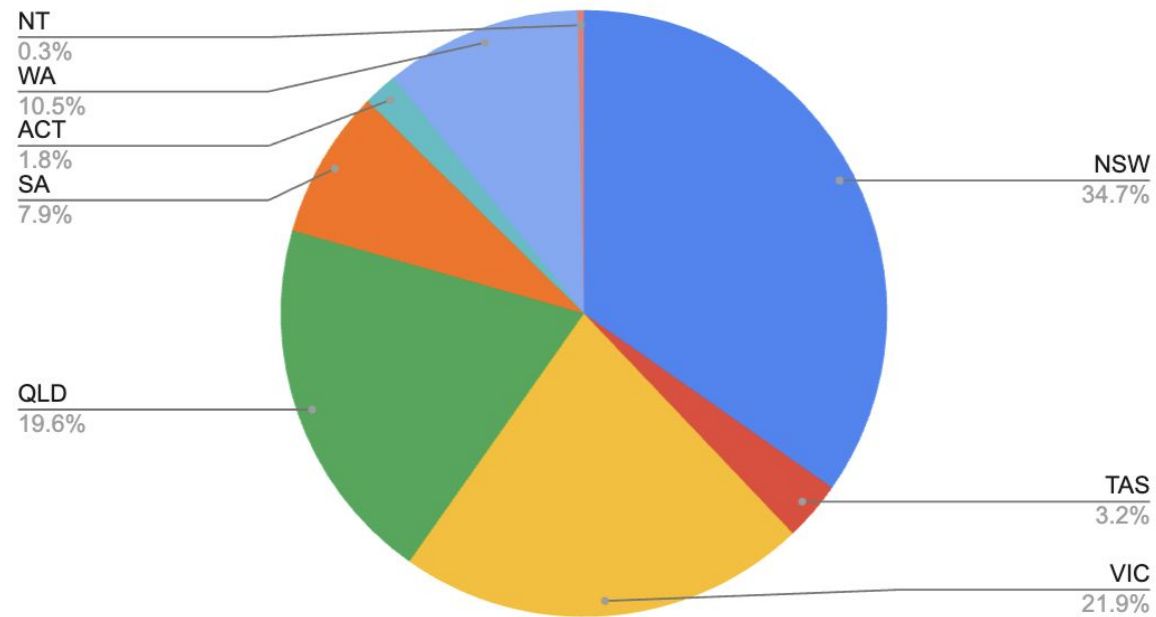


## Enterprise v/s Non Enterprise



\* Enterprise groups are groups which mandate the use of DDBook, non enterprise is non mandated groups and independent pharmacies

### Non-Enterprise DDBook Cloud Accounts breakdown by State



## DDBook Cloud The Facts



**3,250**

Pharmacies using the  
DDBook  
Cloud Platform

**993,632**

Scripts processed every  
month through  
DDBook Cloud

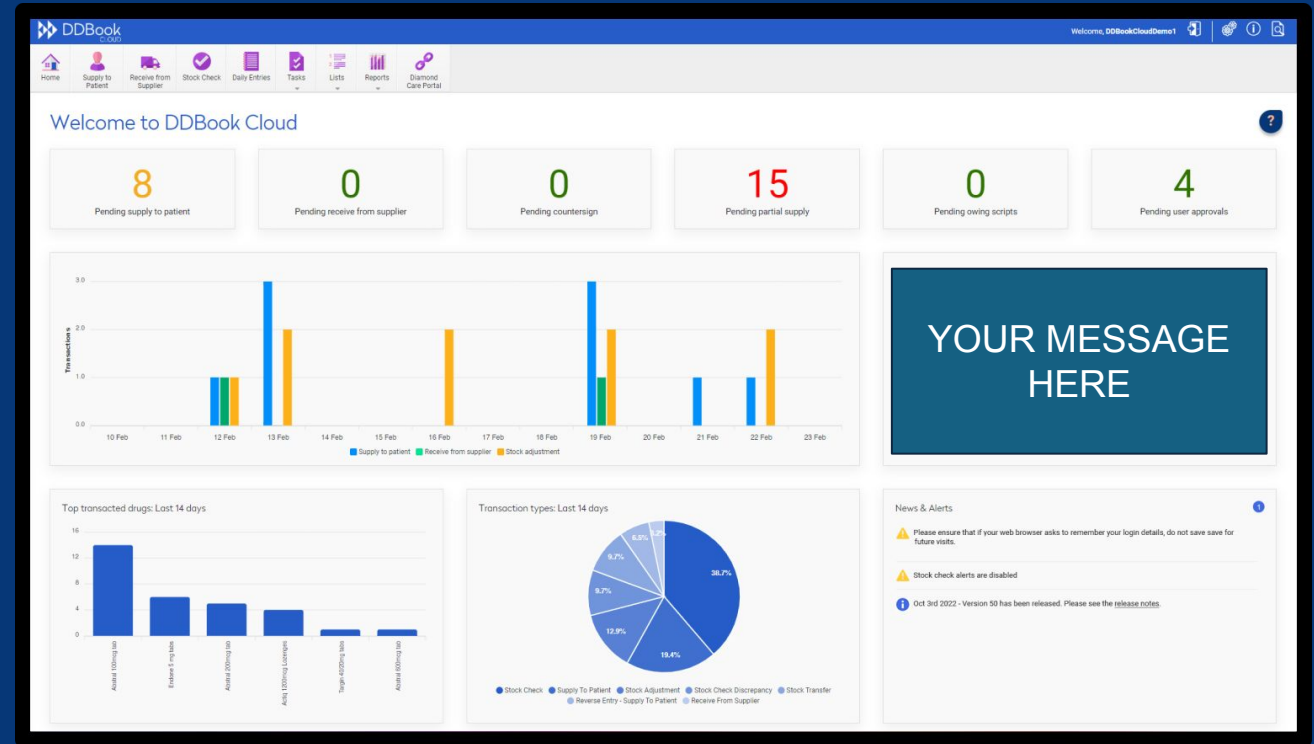
**2,245,384**

Monthly transactions  
across all 4300  
pharmacies

## Target your audience directly

### Targeting Available:

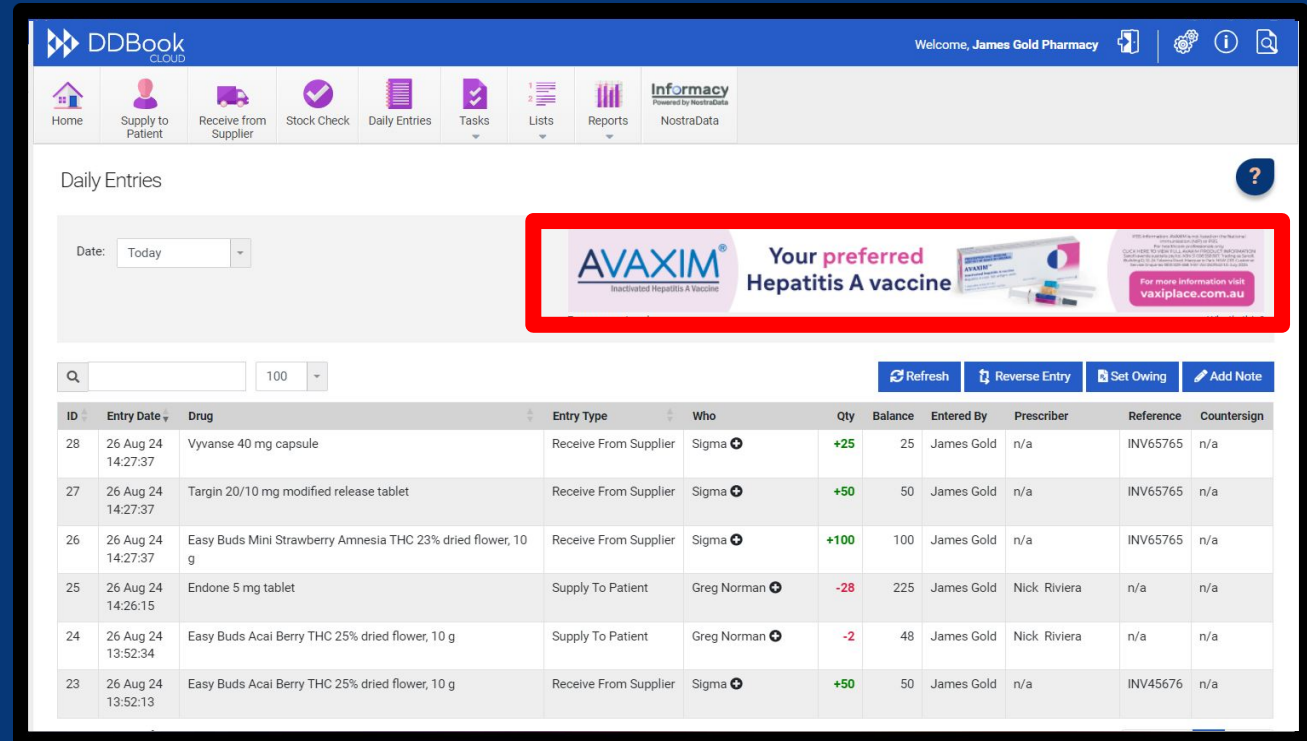
- Guarantee Logged in Pharmacist
- Frequency of Visits per day
- Location Targeting
- Banner Group Targeting in development



## Target your audience directly

### Targeting Available:

- Guarantee / Logged in Pharmacist
- Frequency of Visits per day
- Banner Group / Location Targeting
- Platform Usage



The screenshot displays the DDBook Cloud interface for James Gold Pharmacy. The top navigation bar includes links for Home, Supply to Patient, Receive from Supplier, Stock Check, Daily Entries, Tasks, Lists, Reports, and NostraData. A banner for AVAXIM vaccine is prominently displayed, highlighting it as the preferred Hepatitis A vaccine. Below the banner, a table lists daily entries with columns for ID, Entry Date, Drug, Entry Type, Who, Qty, Balance, Entered By, Prescriber, Reference, and Countersign.

ID	Entry Date	Drug	Entry Type	Who	Qty	Balance	Entered By	Prescriber	Reference	Countersign
28	26 Aug 24 14:27:37	Vyvanse 40 mg capsule	Receive From Supplier	Sigma	+25	25	James Gold	n/a	INV65765	n/a
27	26 Aug 24 14:27:37	Targin 20/10 mg modified release tablet	Receive From Supplier	Sigma	+50	50	James Gold	n/a	INV65765	n/a
26	26 Aug 24 14:27:37	Easy Buds Mini Strawberry Amnesia THC 23% dried flower, 10 g	Receive From Supplier	Sigma	+100	100	James Gold	n/a	INV65765	n/a
25	26 Aug 24 14:26:15	Endone 5 mg tablet	Supply To Patient	Greg Norman	-28	225	James Gold	Nick Riviera	n/a	n/a
24	26 Aug 24 13:52:34	Easy Buds Acai Berry THC 25% dried flower, 10 g	Supply To Patient	Greg Norman	-2	48	James Gold	Nick Riviera	n/a	n/a
23	26 Aug 24 13:52:13	Easy Buds Acai Berry THC 25% dried flower, 10 g	Receive From Supplier	Sigma	+50	50	James Gold	n/a	INV45676	n/a





WHY ADVERTISE

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## Why advertise on DDBook Cloud?

Get unprecedented reach...

**75%**

of Pharmacists visit the  
platform daily.

Target your exact desired audience...

**12x**

The frequency with which Pharmacists  
check the platform daily

Multiple, regular, daily site visits...

**5-50**

The number of times pharmacists  
visit the platform per day

Pharmacists have...

**MANDATED DAILY  
USAGE**

of the DDBook Cloud Platform

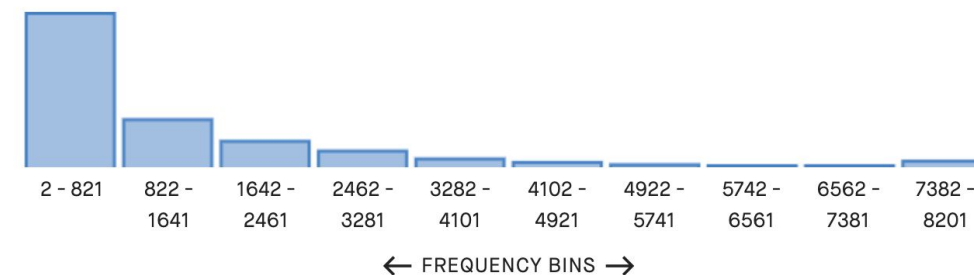
Our advertisers are getting above industry click through rates, reach and frequency, and guaranteed target audience.

<input type="checkbox"/> Creatives	<input checked="" type="checkbox"/> Impressions	Clicks	↓ CTR
TOTALS	8,822,529	4,966	0.06%
<input type="checkbox"/>	13,118	29	0.22%
<input type="checkbox"/>	12,735	22	0.17%
<input type="checkbox"/>	13,187	17	0.13%
<input type="checkbox"/>	12,912	14	0.11%
<input type="checkbox"/>	47,981	55	0.11%
<input type="checkbox"/>	48,236	55	0.11%
<input type="checkbox"/>	47,791	46	0.10%
<input type="checkbox"/>	144,256	138	0.10%
<input type="checkbox"/>	95,620	93	0.10%
<input type="checkbox"/>	48,236	46	0.10%
<input type="checkbox"/>	47,887	41	0.09%
<input type="checkbox"/>	96,247	84	0.09%
<input type="checkbox"/>	47,890	44	0.09%
<input type="checkbox"/>	12,882	12	0.09%

100% pharmacist audience - **only pharmacists have access to the platform**, and they only use it behind the dispensary at times when they are interacting with customers

## Reach & Frequency

Unique users reached: 6,090 • Average frequency: 1,448.7 imps/user



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## Case Study One: A High Impact Email Campaign

**Client Profile:** Advertiser 1, aimed to increase brand awareness and drive conversions through a targeted email campaign.

**Campaign Objective:** To generate high-quality leads and increase customer acquisition.

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## Campaign Strategy

### Targeted Advertising:

- **Platform:** Modeus Media
- **Targeting:** Pharmacists behind the dispensary
- **Ad Creative:** Engaging ad copy and visuals highlighting the unique value proposition.
- **Call to Action:** Clear and concise CTA prompting users to click through to send an email inquiry.  
When clicking on the ad, an email auto-populated with a subject line and body text appeared ready to send. The sender had the ability to edit the email if required.
- **Conversion:** Set up an account and place an order.

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## Campaign Performance (30 days):

- **Impressions:** 500,000
- **Click-Through Rate (CTR):** 0.14%
- **Clicks:** 700
- **Email Completions:** 560 (80% of clicks)
- **Conversions:** 269 (48% of email completions)

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## Key Insights and Analysis:

- **High-Quality Traffic:** The low CTR but high conversion rate from email completions indicates that the targeted advertising effectively reached a highly engaged audience.
- **Effective Email Campaign:** The strong conversion rate from email completions demonstrates the effectiveness of the email send as the CTA rather than the landing page.
- **Strong ROI:** The campaign generated a significant number of high-quality leads and customers at a relatively low cost per acquisition.

**Conclusion:** By changing from the initial campaign of sending pharmacists to a landing page to sending an email, our advertiser successfully achieved its marketing objectives in a very measurable way. The campaign was run alongside ads providing a unique discount code and brand awareness to drive significant conversions and generate a strong return on investment.

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## Case Study Two: Solving a Common User Issue with Targeted Advertising

**Client Profile:** Modeus sought to reduce the volume of support tickets related to a specific user issue: displaying hidden drugs within DDBook.

**Campaign Objective:** To significantly reduce the number of support tickets by empowering users to self-serve through the existing help tutorial.

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## Campaign Strategy:

### 1. Identify the Problem:

- **Problem Analysis:** Through a thorough analysis of support tickets, the team identified a recurring issue: users were unable to locate the instructions on how to display hidden drugs within DDBook.

### 2. Develop a Targeted Ad Campaign:

- **Platform:** Modeus Media
- **Targeting:** The target audience was defined as existing DDBook users who were likely to encounter the issue.
- **Ad Creative:** The ad copy was concise and directly addressed the problem, highlighting high level instructions and a click through solution available in the help tutorial.
- **Call to Action:** The CTA encouraged users to "Learn How" by clicking through to the relevant help tutorial page.



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## Campaign Performance:

- **Impressions:** 500,000
- **Click-Through Rate (CTR):** 0.10%
- **Clicks:** 500
- **Significant Reduction in Support Tickets:** The number of support tickets related to the issue decreased from 15-20 per week to 1-2 per week.

## Key Insights and Analysis:

- **Effective Targeting:** The targeted advertising campaign successfully reached the right audience, addressing their specific pain point.
- **Clear and Concise Messaging:** The ad copy effectively communicated the solution and encouraged users to self-serve.
- **Leveraging Existing Resources:** The campaign capitalised on the existing help tutorial, maximising its impact.
- **Significant Cost Savings:** The reduction in support tickets resulted in significant cost savings for the company.

**Conclusion:** By leveraging a targeted advertising campaign, Modeus successfully addressed a recurring user issue, reduced support costs, and empowered users to self-serve. This case study demonstrates the power of data-driven marketing to identify and resolve customer pain points, ultimately improving user satisfaction and business efficiency.

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## Modeus Media use cases for advertisers

What do pharmacists need to know about you?

### LAUNCH NEW PRODUCTS

Raise awareness amongst pharmacists of new ranges being launched and, get them to trial, order and sell through your range

### BOOK IN-STORE TRAINING

Use the platform to send out your Health Practitioner team and get sessions booked in with key decision makers

### KEY BRAND CALLOUTS

Ensure your brand's key differentiators are shown to ensure your value proposition is front of mind for pharmacists.

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## Modeus Media use cases for advertisers

What do pharmacists need to know about you?

### ATTRACT NEW WHOLESALERS

Have a brand you are trying to wholesale into pharmacies? This is the perfect way to get in front of pharmacists and educate them on your product.

### GAIN MARKET SHARE

Become the brand of choice for pharmacist recommendations whether that be behind the counter or off the shelf items. In a competitive marketplace, you want your brand top of mind.

### THINK LIKE A PHARMACIST

Remember,, this platform only talks to pharmacists not consumers so targeted messaging will always get the best ROI.

## Pricing Options

### SILVER PACKAGE

- \$3k Monthly investment at a \$12 CPM
- Total of 250k monthly impressions guaranteed
- 2 different banner locations
- Creative can be updated regularly and on-demand
- Targeting options available

### GOLD PACKAGE

- \$5k Monthly investment at a \$10 CPM
- Total of 500k monthly impressions guaranteed
- 2 different banner locations
- Creative can be updated regularly and on-demand
- Targeting options available

### PLATINUM PACKAGE

- \$7k Monthly investment at a \$8.75 CPM
- Total of 800k monthly impressions guaranteed
- 2 different banner locations
- Creative can be updated regularly and on-demand
- Targeting options available

## Ad Sizes and Specs

### Leaderboard Ads

- 728px wide x 90px tall
- File types available:
- PNG, GIF
- HTML5 provided as a zip file

### MREC Ads

- 300px wide x 250px tall
- File types available:
- PNG, GIF
- HTML5 provided as a zip file

## Modeus Media Reporting Process

### TRANSPARENT

Ads are run through independent platform Adglare. All impressions and click-throughs are available through this platform.

### REGULAR UPDATES

Receive updates from an experienced digital marketer highlighting your best performing ads and strategic suggestions allowing you to update or switch off creative if necessary.

### MONTHLY CHECK INS

Monthly meeting to discuss your 30 day report, best performing creatives, and next months strategy. Use this time as a chance to partner with Modeus Media to achieve your sales targets.



To discuss this opportunity further, contact:

Nicola Dore

Head of Marketing

[nicola.dore@modeus.com.au](mailto:nicola.dore@modeus.com.au)

0438 234 449