# Tap Native Introduces Bid-By-NPI

## *A Smarter Way to Reach High-Value HCPs*

For years, healthcare marketers have used decile-based targeting to reach prescribers, but deciles group HCPs too broadly. Two physicians in the same decile can differ significantly in prescription volume and strategic value to your brand. Yet until now, marketers have had little control over how much they pay to reach each individual.

**Tap Native's New Bid by NPI Feature Changes That:**
For the first time in the industry, you can assign custom CPC bids by individual National Provider Identifier (NPI), giving you unmatched precision, efficiency, and control.

## Why Bid by NPI?

- **Customize your strategy** by targeting HCPs based on the value they bring to your brand, whether by decile, specialty, or actual prescribing behavior.

- **Stretch your budget further** by bidding lower for low-value HCPs and investing more in high-value ones.

- **Expand your reach** beyond just decile 8–10, target your full list of prescribers or even the entire universe of physicians.

- **Get real-time Physician-Level Data** (PLD) to understand which HCPs are engaging and refine your strategy even further.

## How It Works:

**1. Build Your Target List**
Create a spreadsheet with NPI numbers and assign a custom CPC bid to each based on their value to your brand.

**2. Submit to Tap Native**
Send your list to Tap Native. Your bids are applied directly to each NPI for precise, provider-level targeting.

**3. Campaign Execution**
Tap Native manages setup and delivery, ensuring your bids are applied and impressions are served accordingly.

**4. Track Performance**
Use the real-time dashboard to view Physician-Level Data (PLD), monitor clicks, and refine your strategy.

## Built For Performance-Driven Marketers

Tap Native reaches over 82% of HCPs on the open web monthly via content-style ads embedded within premium health and medical content.

Now, with Bid by NPI, you get that reach plus precision bidding control, all backed by transparent data and reporting.

### Let's Talk NPI Bidding

https://ehealthcaresolutions.com/book-time-with-our-team/

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