

## PRODUCT SHEET

# Crossix Audience Segments

Crossix Audience Segments allow healthcare marketers to reach their target audiences through advertising in a privacy-safe, HIPAA-compliant way. Crossix Audience Segments can be used on all demand side platforms (DSPs), social platforms, digital publishers, audio, out-of-home (OOH), and on Targeted TV.

Audience Segments include solutions for consumer and HCP advertising.

Audience Segments are available in the U.S.

**Crossix Consumer Reach Segments** are custom-built to help advertisers reach health audiences in a privacy-safe, HIPAA-compliant way.

**Crossix Consumer Prime Segments** are custom-built to reach an advertiser's most qualified audience and are designed to be used in conjunction with Consumer Reach Segments.

**Crossix HCP Reach Segments** are used to target healthcare professionals based on specialty, diagnosing, and prescribing behavior.

| PRODUCT                                | ANNOUNCED | STATUS      | CUSTOMERS |
|--|-----------|-------------|-----------|
| <b>Crossix Consumer Reach Segments</b> | 2014      | Very Mature | 100+      |
| <b>Crossix Consumer Prime Segments</b> | 2023      | Mature      | 51–100    |
| <b>Crossix HCP Reach Segments</b>      | 2025      | Early       | 1–10      |

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# Crossix Consumer Reach Segments

Reach Segments are custom-built to help advertisers reach health audiences in a privacy-safe, HIPAA-compliant way.

|                      |                                    |
|----------------------|------------------------------------|
| <b>Announced</b>     | 2014                               |
| <b>Status</b>        | Very Mature                        |
| <b>Customer type</b> | Enterprise Pharma, Biotech, Agency |
| <b>Customers</b>     | 100+                               |
| <b>Platform</b>      | N/A                                |
| <b>Integrations</b>  | N/A                                |

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# Crossix Consumer Prime Segments

Prime Segments are custom-built to reach an advertiser's most qualified audience in a privacy-safe, HIPAA-compliant way. Prime Segments reach a highly targeted, narrow audience and are designed to be used in conjunction with Reach Segments.

|                      |                                    |
|----------------------|------------------------------------|
| <b>Announced</b>     | 2023                               |
| <b>Status</b>        | Mature                             |
| <b>Customer type</b> | Enterprise Pharma, Biotech, Agency |
| <b>Customers</b>     | 51–100                             |
| <b>Platform</b>      | N/A                                |
| <b>Integrations</b>  | N/A                                |

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# Crossix HCP Reach Segments

HCP Reach Segments are used to target healthcare professionals based on specialty, diagnosing, and prescribing behavior. They can be used on all demand side platforms (DSPs), social platforms, digital publishers, audio, out-of-home (OOH), and on Targeted TV.

HCP Reach Segments are custom developed using Specialty, Medical Degree, HCO Type, Diagnosing and Prescribing Behavior, High Writers or Top Providers.

|                      |                                    |
|----------------------|------------------------------------|
| <b>Announced</b>     | 2025                               |
| <b>Status</b>        | Early                              |
| <b>Customer type</b> | Enterprise Pharma, Biotech, Agency |
| <b>Customers</b>     | 1–10                               |
| <b>Platform</b>      | N/A                                |
| <b>Integrations</b>  | N/A                                |