

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. Audience Segments can be used across all major demand-side platforms (DSPs), data management platforms (DMPs), digital publishers, walled gardens, social platforms, targeted TV platforms, and audio channels.

Audience Segments include solutions for consumer and HCP advertising. Users include life science companies, health systems, and OTC brands.

Audience Segments are available in the U.S.

**Crossix Reach Segments** are used to reach a targeted, yet broad audience of people likely diagnosed with a health condition or treating with a particular drug.

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

**Crossix HCP Segments** are used to reach specific healthcare professional audiences.

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
<b>Crossix Reach Segments</b>	2014	Mature	100+
<b>Crossix Prime Segments</b>	2023	Early	11–50
<b>Crossix HCP Segments</b>	2017	Mature	11–50

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## Crossix Reach Segments

Reach Segments help advertisers reach people likely diagnosed with a health condition or treating with a particular drug in a privacy-safe, HIPAA-compliant way. Users include life science companies, hospital systems, and OTC/CPG brands.

Crossix has a library of 400+ category-specific and 100+ brand-specific segments to help advertisers reach audiences likely to have been diagnosed with a condition or treating with a brand.

<b>Announced</b>	2014
<b>Status</b>	Mature
<b>Customer type</b>	Agency
<b>Customers</b>	100+
<b>Platform</b>	N/A
<b>Integrations</b>	N/A

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# Crossix Prime Segments

Prime Segments are custom-built segments 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>	Early
<b>Customer type</b>	Agency
<b>Customers</b>	11–50
<b>Platform</b>	N/A
<b>Integrations</b>	N/A

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# Crossix HCP Segments

HCP Segments help brands reach specific healthcare professional audiences through digital, social media, TV, and audio channels.

HCP Segments can be defined by:

1. **Specialty:** Segments by HCP specialty
2. **Target list:** A customer's own HCP target list
3. **Custom:** A custom set of HCPs based on diagnosing and prescribing behavior.

<b>Announced</b>	2017
<b>Status</b>	Mature
<b>Customer type</b>	Agency
<b>Customers</b>	11–50
<b>Platform</b>	N/A
<b>Integrations</b>	N/A