

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
Crossix Consumer Reach Segments	2014	Very Mature	100+
Crossix Consumer Prime Segments	2023	Mature	51–100
Crossix HCP Reach Segments	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.

Announced	2014
Status	Very Mature
Customer type	Enterprise Pharma, Biotech, Agency
Customers	100+
Platform	N/A
Integrations	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.

Announced	2023
Status	Mature
Customer type	Enterprise Pharma, Biotech, Agency
Customers	51–100
Platform	N/A
Integrations	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.

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