

## PRODUCT SHEET

# Crossix Measurement Suite

Crossix Measurement Suite helps marketers maximize the impact of their media investments by connecting their campaigns to business outcomes using real health data in a privacy-safe, HIPAA-compliant way.

Crossix Measurement includes real-time data for optimization and net impact analyses for ROI.

The Crossix Measurement Suite is available in the U.S.

**Crossix Consumer Digital** measures and enables optimization of direct-to-consumer digital media and brand websites.

**Crossix HCP Digital** measures and enables optimization of healthcare professional (HCP) non-personal promotion and brand websites.

**Crossix TV** measures and enables optimization of direct-to-consumer national linear TV.

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
Crossix Consumer Digital	2014	Mature	11–50
Crossix HCP Digital	2017	Mature	11–50
Crossix TV	2019	Mature	11–50

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# Crossix Consumer Digital

Crossix Consumer Digital is the leading analytics application for measuring and optimizing direct-to-consumer digital media and brand websites. It enables advertisers and agency partners to measure their campaigns with real health data in a privacy-safe, HIPAA-compliant way.

Crossix Consumer Digital measures outbound online media, such as display, video, CTV/streaming, and audio placements, along with inbound traffic to brand websites from paid/organic search and social media.

<b>Announced</b>	2014
<b>Status</b>	Mature
<b>Customer type</b>	Enterprise Pharma, Biotech, Agency
<b>Customers</b>	11–50
<b>Platform</b>	Crossix Data Platform
<b>Integrations</b>	Lives with Crossix Measurement Suite Connected with CRM

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# Crossix HCP Digital

Crossix HCP Digital is the leading analytics application for measuring and optimizing HCP non-personal promotion and brand websites. It helps advertisers and agency partners measure their campaigns with real health data in a privacy-safe, HIPAA-compliant way.

Crossix HCP Digital measures outbound online media, such as display, third-party programs, and eNewsletters, along with inbound traffic to websites from paid/organic search and social media. Audience data can be filtered by HCP specialty, target segment/decile, detailing, publisher, and more.

Sales and marketing can align with a shared view of HCP promotional activity via CRM integration.

<b>Announced</b>	2017
<b>Status</b>	Mature
<b>Customer type</b>	Enterprise Pharma, Biotech, Agency
<b>Customers</b>	11–50
<b>Platform</b>	Crossix Data Platform
<b>Integrations</b>	Lives with Crossix Measurement Suite Connected with CRM

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# Crossix TV

Crossix TV is the leading analytics application for measuring and optimizing direct-to-consumer national linear TV. It helps advertisers and agency partners measure their TV campaigns with real health data in a privacy-safe, HIPAA-compliant way.

Campaigns can be filtered by daypart, originator type, and network.

Crossix TV includes competitor analysis of other brands running TV advertising.

<b>Announced</b>	2019
<b>Status</b>	Mature
<b>Customer type</b>	Enterprise Pharma, Biotech
<b>Customers</b>	11–50
<b>Platform</b>	Crossix Data Platform
<b>Integrations</b>	Lives with Crossix Measurement Suite Connected with CRM