Veeva

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

PRODUCT SHEET

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.

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

PRODUCT SHEET

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.

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

PRODUCT SHEET

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.

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