

# Veeva Crossix Audience Segments

Crossix offers a complete suite of DTC health audience segments to help advertisers execute on the full spectrum of strategies in their media plans.

## Introducing Crossix Prime Segments

Crossix Prime Segments help health brands reach highly qualified audiences. Designed for precise patient populations, Crossix Prime Segments are smaller in scale and deliver a higher audience quality—up to **10x more targeted than scale segments**.

## Crossix Reach Segments

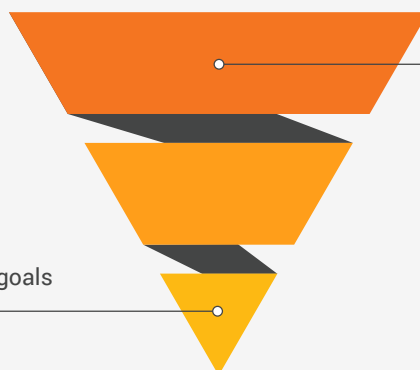
To achieve scaled ROI, marketers need to maximize their awareness and reach to relevant health audiences. Crossix Reach Segments deliver 2x higher reach on average, across tactics and channels.

## Execute across your full media plan

Using Prime and Reach Segments together, advertisers engage patients throughout the patient journey.

- 10x higher audience quality
- Precise patient populations
- Optimized for conversion
- Better for lower funnel tactics
- Higher likelihood to start on therapy
- Custom segments tied to campaign goals

### ▼ Crossix Prime Segments



### ▼ Crossix Reach Segments

- 2x higher reach
- Better for broad targets
- Optimized for scaled ROI
- Upper funnel awareness
- Fastest time to activation
- Extensive library of 500+ segments

## Activation across channels and platforms

Crossix Audience Segments are used across all major DSPs, DMPs, digital publishers, walled gardens, and targeted TV platforms. Marketers can unify their audience strategy and reach one targetable audience anywhere and everywhere they are consuming content, across channels.

## CASE STUDY: ONCOLOGY

An oncology brand leveraged Crossix Reach Segments to increase awareness and Crossix Prime Segments to increase conversions for a new cancer therapy.

The campaign's success was measured through the quality of the audience reached, conversion rates and media efficiency. The results demonstrated a high level of performance for each type of audience segment, with Prime Segments reaching an audience 13x more likely to be diagnosed with late-stage cancer.

### ▼ Crossix Reach Segments

GOAL: Awareness among newly diagnosed patients  
KPIs: Qualified reach, audience quality and media efficiency

**37K**

Patients diagnosed  
with cancer

**2.2x**

Targeting Multiple  
(Diagnosed cancer)

**\$0.40**

Cost per diagnosed  
patient reached

#1 IN QUALIFIED SCALE AND EFFICIENCY

### ▼ Crossix Prime Segments

GOAL: Conversion of late-stage patients  
KPI: Audience quality

**29x**

Targeting Multiple  
(Diagnosed with late-stage cancer)

#1 IN AUDIENCE QUALITY

## Privacy-safe

Network Advertising Initiative (NAI) member and HIPAA-compliant.

## The leader in health targeting

Crossix is the most trusted brand in audience targeting for health brands, used 4x more often than any other health data provider.

**325+**

Life sciences brands

**200+**

Hospitals and health systems

**100+**

OTC/CPG brands

## Join us

Contact us at [crossix\\_digitalconnect@veeva.com](mailto:crossix_digitalconnect@veeva.com) to learn how Crossix Audience Segments can reach consumers throughout the patient journey.