

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.

Crossix Prime Segments

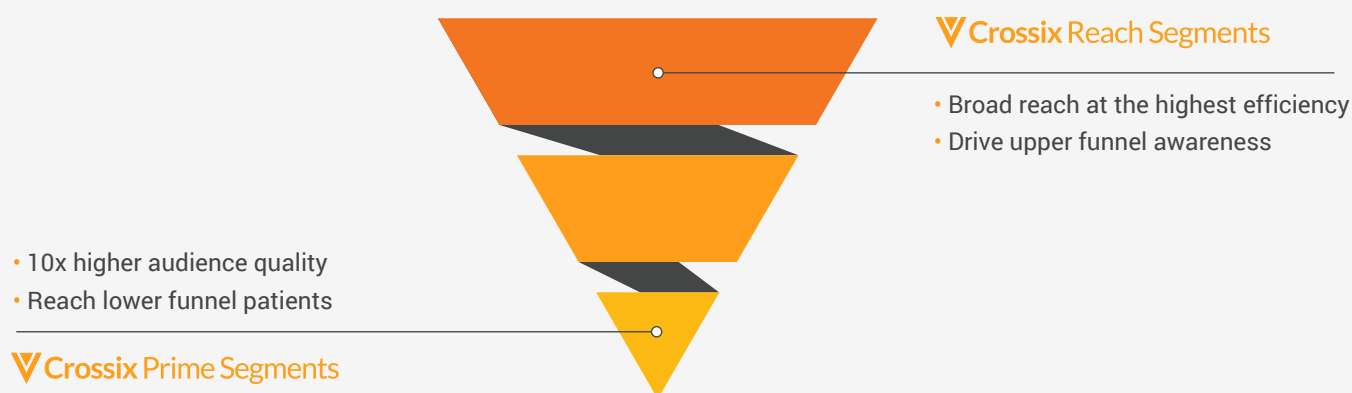
Crossix Prime Segments help health brands reach highly qualified audiences. Designed for precise patient populations, Crossix Prime Segments are smaller in scale and deliver a higher audience quality—up to **10x more targeted than scale segments**.

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.



Activation across channels and platforms

Crossix Audience Segments are used across all major DSPs, DMPs, digital publishers, walled gardens, social, out-of-home, 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 and Prime Segments to achieve distinct campaign objectives. In the first campaign, the brand used Crossix Reach Segments to drive awareness among relevant consumers, achieving significant cost-effective qualified reach.

The following year, the brand was focused on improving audience quality and shifted its investment to Prime Segments. The transition resulted in a 440% increase in audience quality, allowing the brand to scale significantly while preserving cost efficiency.

▼ Crossix Reach Segments

2023 GOAL: DRIVE AWARENESS

45K

Patients
diagnosed
with breast
cancer

2.2x

Targeting Multiple
(Diagnosed breast
cancer)

\$0.40

Cost per
diagnosed
patient
reached

CAMPAIGN OVERALL COST PER DIAGNOSED
PATIENT REACHED OF \$3.20

▼ Crossix Prime Segments

2024 GOAL: INCREASE AUDIENCE QUALITY

195K

Patients
diagnosed
with breast
cancer

11.9x

Targeting Multiple
(Diagnosed breast
cancer)

\$1.44

Cost per
diagnosed
patient
reached

CAMPAIGN OVERALL COST PER DIAGNOSED
PATIENT REACHED OF \$3.46

Privacy-safe

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

The leader in health targeting

Crossix is the most trusted brand in audience targeting, serving 250+ life sciences brands.

Join us

Contact us at crossix_digitalconnect@veeva.com to learn how Crossix Audience Segments can reach consumers throughout the patient journey.