# Veeva Crossix

Crossix Consumer Digital

Understand if digital campaigns and websites are reaching the right audience, and their impact on health outcomes.

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. It enables advertisers and agency partners to measure their campaigns with real health data in a privacy-safe, HIPAA-compliant way.
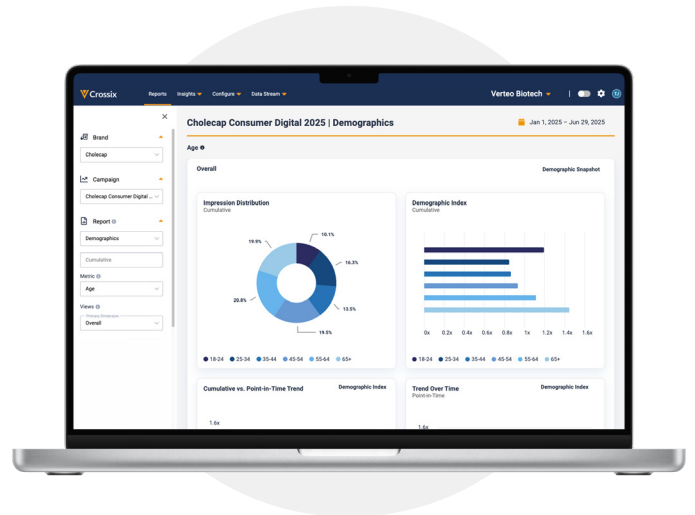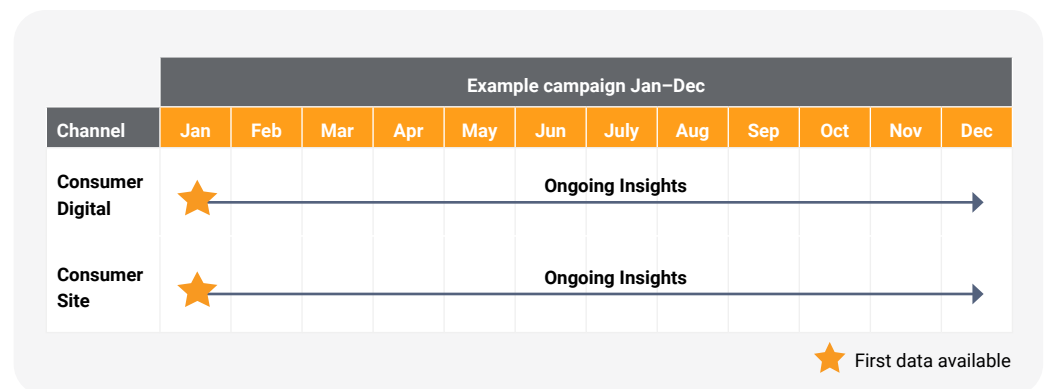

Benefits

Understand if websites, digital display, video and mobile campaigns are reaching the right health audience.

Optimize campaigns earlier and more effectively with cross-publisher measurement.

Connect digital campaign spending to new patient starts and ROI.

Analyze the relationship between key site actions and conversions to brand.

Faster data, faster decisions

Crossix provides weekly insights to accelerate the right campaign optimizations. By matching media exposure to actual treatment, diagnosis and clinical behavior, brands get a real-time view of campaign performance.

	Example campaign Jan–Dec											
Channel	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec
Consumer Digital	★					Ongoing Insights						→
Consumer Site	★					Ongoing Insights						→

★ First data available

The #1 marketing analytics solution for life sciences

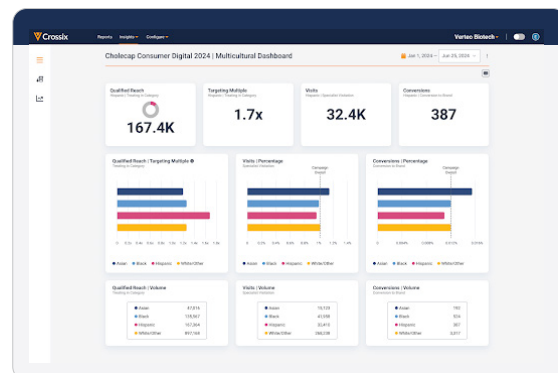| **200+** brands	**3,500+** implementations	**$6.5B+** in annual media spend

Features

✓ **Understand the audience you're reaching**
- Visibility into patients' treatment and diagnosis history before seeing your advertising.
- Compare the effectiveness of targeting against a baseline rate, indicating how well you reach your target audience.
- View media delivery across age, gender, or geography.

✓ **Understand the impact on health outcomes**
- Analyze if patients followed up with primary care physicians or specialists after viewing an ad.
- Quantify whether patients converted to a brand or category after ad exposure.

✓ **Bring together a holistic view of performance**
- Easily understand performance across all your brands and indications.
- Assess publisher performance across the entire portfolio.
- Generate above-brand learnings.
- Implement best practices at an enterprise level.

✓ **Compare performance with campaign and category benchmarks**
- Crossix benchmarks compare performance across campaigns with similar factors, including lifecycle, condition prevalance, brand size, and more.

✓ **View your net impact summary**
- View media spend, unique reach, net new patient starts, ROI or cost per net conversion, and a campaign's net lift.
- Option to download a CSV file with all of the data.

✓ **Campaign insights to improve health equity**
- Multicultural dashboards overlay demographic and health data.
- Understand how effectively you're reaching specific underserved populations.
- Determine if the impact translates to health actions such as visiting a doctor or starting on brand after seeing the ads.
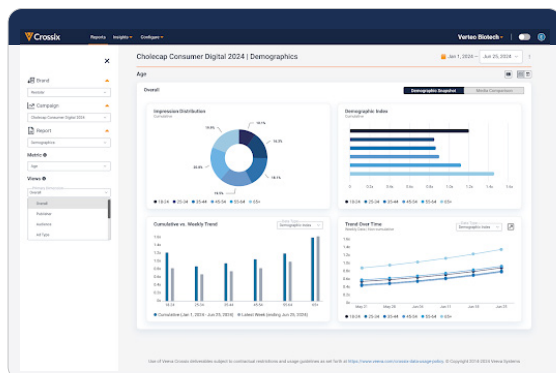
Demographic overview

Multicultural dashboard

Learn more at veeva.com/crossix | **Email crossix_info@veeva.com**