

Health Audience Targeting Campaign Distribution Food Chain

When applying health audience targeting to a programmatic or CTV campaign, data flows through multiple stages, from the audience data provider to the final impression delivery.

The goal throughout this distribution is to maintain scale and precision. However, along this journey, there are critical points where audience quality can become diluted. By understanding the steps of the distribution food chain, agency campaign managers can more effectively monitor performance and achieve stronger results.



Step 1

Audience data provider sends segment to data onboarder

WHAT'S HAPPENING

After working with your audience data provider to create a custom audience segment, the provider sends the segment to a data onboarder to translate it into pseudonymized IDs for targeting.

Step 2

Data onboarder transfers segment to activation platform

WHAT'S HAPPENING

Both the audience data provider and agency rely on partners to continue the transfer of data to the activation platform. Data is sent using online identifiers, MAIDS, cookies, RampIDs, and Custom IDs to match to the activation platform's universe and ID graph.

CROSSIX ADVANTAGE

In Step 2, Crossix can run a simulated distribution to understand how using different identifiers will impact quality and scale. This allows us to improve quality and understand if and why the campaign is underperforming.

Step 3

Agency oversees segment activation through impression delivery

WHAT'S HAPPENING

The agency team sets up the campaign and impressions begin to deliver. The agency has the most control to prevent issues at this step.

AGENCY ROLE

Start small, scale, and then measure.

- Be mindful of your activation platform's default settings, such as cross-device, and additional data overlays that could impact audience quality.
- Different strategies can help the campaign scale, such as increasing the size of the segment or applying audience extensions. Your audience data provider can guide you on the most effective path forward.

CROSSIX ADVANTAGE

Crossix can calculate how much noise was included in your activation to help you make decisions related to scale and precision.

Interested in learning more about optimizing your health audience campaign?
Reach out to your Crossix Account Partner or email crossix_digitalconnect@veeva.com to schedule a personalized campaign evaluation.

