Optimize Audiences Based on First-Party Insights

Challenge

Client wanted to optimize patient/caregiver engagement with their brand. Client also wanted to optimize look alike models and expand reach.

Description / Benefit

Acxiom appended InfoBase data to existing opted in consumers to create a digital audience that modeled existing consumers to help reach and engage with patients whose treatment needs align with medication benefits to optimize marketing spend dollars.

Product Highlights

Value Prop
Create targeted audiences that directly correlate to the type of treatment or action to be targeted.

Differentiators
Deeper, richer data insights of opted-in brand site visitors. Ability to create patient portraits, look-a-like model(s), targeted messaging and collateral design to drive more efficient digital audiences.

How It Works
Model captures opted-in consumer information. Acxiom appends InfoBase consumer insights to expand patient centricity and develop a modeled audience to improve reach and adoption of their brands.

Time to Implement
3-4 weeks dependent upon the client's data sharing capabilities and partners.

acXIOM

Use Case

Pharma, Provider, Payer