



ACXIOM HEALTH

REACH QUALITY AUDIENCES WITH ACCURACY AND PRECISION ACROSS THE MEDIA ECOSYSTEM



ABOUT US

Acxiom is the leading data and customer intelligence company and a recognized industry leader in privacy and compliance. Experts in data-driven marketing for more than 50 years, we help brands engage and reach people across all channels effectively and respectfully.

WHY ACXIOM HEALTH?

Powered by the most accurate and robust consumer data in the world, Acxiom has perfected the process of creating, cleaning, matching and enhancing data assets in a privacy-compliant way.

Acxiom Health consumer audiences connect multiple data sets, creating high-performing models based on standard healthcare definitions. We utilize Acxiom InfoBase® to deliver accurate and powerful third-party descriptive and touch point data, with more than 1,500 attributes for U.S. people and households.

Partnering with Acxiom, advertisers have access to the most extensive cross-channel marketing ecosystem, so they can activate audiences immediately and optimize media spend efficiently and effectively. Acxiom Health audiences are also fully customizable to advertiser KPIs.

DATA-DRIVEN MARKETING EXPERTISE

- 50-year marketing heritage in regulated industries
- Solutions for customer acquisition, retention and growth
- Customer Intelligence to enhance customer experiences
- HIPAA-and NAI compliant audiences
- Highly-competitive CPMs

UNSURPASSED SCALE

- Access to more than 300 million American adults for syndicated audience modeling
- 160 million scored people based on claims data for custom modeling
- More than 300 pre-built, modeled segments immediately available for activation at select DSPs
- In-house access to more than 25 billion medical and pharmacy claims

EFFECTIVE AUDIENCE ACTIVATION

- Health segments distributed in two to three days
- Custom audiences based on specific client KPIs available in one week
- Direct connectors with media ecosystem facilitate campaign activation
- Multiple onboarding options to improve deterministic and probabilistic reach

CUSTOM DTP AND HCP AUDIENCES	SYNDICATED AUDIENCES
BEST FOR: Reaching precise audiences with a custom list of diagnoses and treatments	BEST FOR: Awareness campaigns, speed to market, and high efficiency
PRECISION: Custom health criteria based on specific advertisers' KPIs to improve accuracy	OFF-THE-SHELF: Pre-built, non-custom audiences indicating interest in diagnosis and treatment information
SCALE: Designed for performance and expansion to broader channels: CTV and social	IMMEDIATE ACCESS: Available today on select DSP platforms including DeepIntent, The Trade Desk, Xandr, Salesforce DMP, Adobe DMP, Cadent, Yahoo! and more

WHY ACXIOM HEALTH?



VALUE-DRIVEN: 25% more cost-effective than competitors



PERFORMANCE-BASED: 25% better results than competitors throughout the marketing funnel



FAST: Time to-market processes to deliver customer models on track to improve 50% compared to current timelines



CONNECTED: Activate audiences quickly and easily at more than 500 destinations



PRIVACY-CENTERED: HIPAA- and NAI-compliant, with de-identification process reviewed and approved by a third party



TRUSTED: Acxiom is a data expert focused on brand safety in regulated industries

FOR MORE INFORMATION

please email acxiom_health@acxiom.com.

acxiom.com • info@acxiom.com