



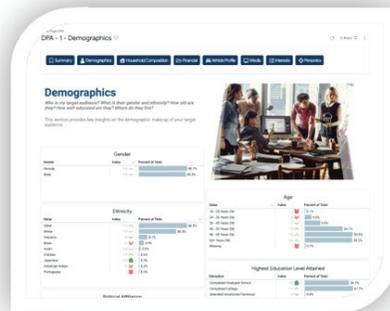
ACXIOM HEALTH AUDIENCE PORTRAITS



ENHANCE YOUR UNDERSTANDING OF PATIENTS AND HEALTHCARE PROFESSIONALS

Acxiom's audience portraits effectively isolate the data that can predict behavior and drive better outcomes so marketers can improve marketing plans and collateral design based on audience insights.

Acxiom enables healthcare and life sciences organizations to safely and easily reference over 1,000 attributes to create and enhance your audience portraits. Audience insights are based on Acxiom's proprietary data such as InfoBase, Personix, Audience Propensities, as well as Social Determinants of Health (SDoH).



By leveraging hundreds of demographic attributes and understanding the characteristics of an audience, marketers can create content and offers that are relevant and appealing to different segments. Or, by adding behavioral attributes, marketers can begin to understand cause and effect, such as which online or offline activities can help predict future actions.

KEY FEATURES

- Personas are built by examining statistical separation between target and reference populations
- Portrait index files are supplied to provide transparency into the development process
- Comparisons across groups are made to highlight both similarities and differences
- Healthcare professional portraits include consumer-level insights to improve relevance

ABOUT ACXIOM



Acxiom, an IPG company, is the leading data and customer intelligence company and a recognized industry leader in privacy and compliance. We specialize in high-performance solutions that boost customer acquisition and retention while fueling growth for the world's biggest brands and agencies. Experts in data-driven marketing for over 50 years, we help brands engage and reach people across all channels effectively and respectfully.

ABOUT ACXIOM HEALTH



Acxiom helps healthcare organizations—payers, providers, pharmaceuticals, and more—to uncover more meaningful insights and encourage better health decisions. By successfully engaging audiences and providing more information about advances in health treatments and options, we can offer people more control over their health and improved outcomes.

DATA-DRIVEN MARKETING EXPERTISE

- 50-year marketing legacy in regulated industries
- HIPAA and NAI compliant data sets
- Most advanced program for data ethics and governance

UNSURPASSED SCALE

- Access to 300MM+ de-identified health-related records in the U.S.
- In-house access to 10+ years of medical and pharmacy claims

FOR MORE INFORMATION

please email acxiom-health@acxiom.com.

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