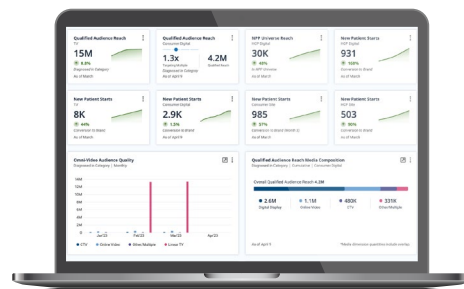# Veeva Crossix

Consumer Digital Measurement & Optimization

Understand if digital campaigns and websites are reaching the right audience, and their impact on health outcomes.
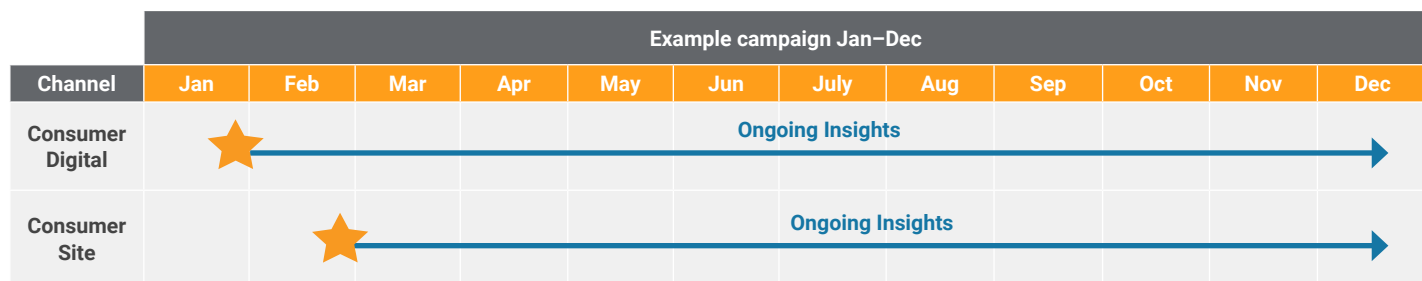
Crossix Consumer Digital measures outbound online media, such as display, video, CTV/streaming, and audio placements, along with inbound traffic to brand websites from paid/organic search and social media. It enables advertisers and agency partners to measure their campaigns with real health data in 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 timely access to insights that allow brand marketers to make the right campaign optimizations. By matching media exposure to actual treatment, diagnosis and clinical behavior, brands get a real-time view of campaign performance.

Channel	Example campaign Jan–Dec
	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	**3,000+** implementations	**$3.2B+** in annual media spend

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