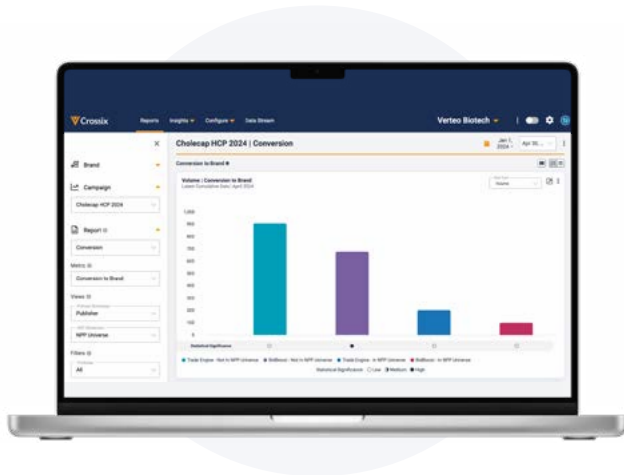


Crossix HCP Digital



Maximize the impact of HCP digital marketing and websites by connecting marketing to business outcomes using health data in a privacy-safe, HIPAA-compliant way.

Align sales and marketing with a shared view of HCP promotional activity via integrated data from Veeva CRM.

Answer key business questions

- ✔ How effectively is your HCP advertising reaching the right doctors?
- ✔ How does your HCP marketing and HCP website activity impact prescribing behavior?
- ✔ Which publishers and tactics are driving the most cost-efficient conversions?
- ✔ Do the patients of the doctors you reach convert to brand?

Insights into field engagement with HCPs who see your ads

Synchronizing sales and marketing is the timely coordination of reaching an HCP through the field, marketing, and media, and leads to a 23% increase in marketing lift. Understand the impact of synchronizing sales and marketing with integrated data from Veeva CRM and Crossix HCP Digital.

Future proof marketing measurement

Crossix 1st Party Connect direct media feed integrations enables measurement across browsers and devices, without third-party cookies.

Features

Understand the doctors you're reaching and the patients they see

- View doctor specialty type, primary practice location, target list match, and additional demographic information.
- Get visibility into the HCPs' patients' treatment and diagnosis history before and after seeing your ad or visiting the HCP website.



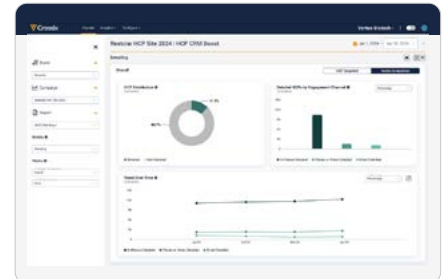
Insights into your HCPs of interest across digital media and field engagement

- The HCP coverage report allows you to see the percentage of your NPP universe that you reach through digital media, personal promotion, and the overlap of media and personal promotion.



Additional data around field engagement with all HCPs who see your ads

- The Veeva CRM boost report provides a snapshot of the volume and percentage of HCPs detailed or not detailed within three months before visiting your HCP site or seeing your HCP digital campaign.
- Data is filtered by detailed engagement channels (e.g., in-person, phone/video, email) or rep activity (e.g., detailed, approved email, samples/promotional items distributed).



Bring together a holistic view of performance

- Easily understand performance across all brands and indications.
- Assess publisher performance across the entire portfolio.
- Generate above-brand learnings.
- Implement best practices at an enterprise level.

