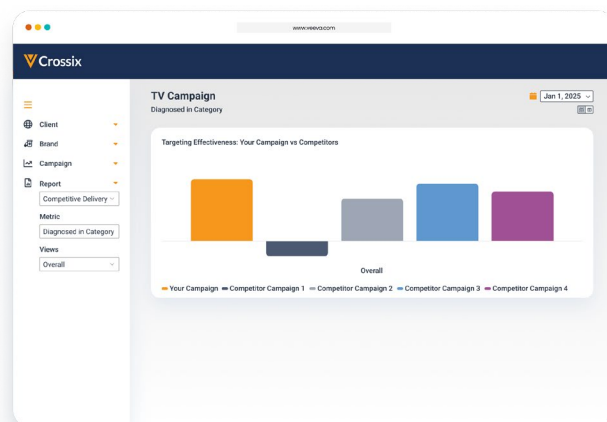




## Crossix TV

Understand if your TV campaigns are reaching a qualified audience and the impact on health outcomes.



The Crossix TV measurement application helps marketers maximize the impact of their TV investment by connecting their campaigns to business outcomes using health data in a privacy-safe, HIPAA-compliant way.

### Leverage strategic insights to answer key business questions

- ✓ How effectively is TV reaching your target audience?
- ✓ What dayparts, networks and programs does your target audience watch?
- ✓ What investment levels will optimize campaign returns?
- ✓ How does TV fit into a full, cross-channel marketing plan?
- ✓ How does TV exposure influence doctor visitation and new prescriptions?
- ✓ How do your TV campaigns influence patient adherence to brand?

### Competitive delivery report

See how your TV campaign compares to competitors in the category.

- Are your competitors reaching relevant patients?
- What is your competitor's reach on TV?
- What is the competitive fighting?

#### Access performance data faster

View weekly match-back health data at the network and overall level.

#### Drive impact through optimizations

Marketers see up to 15% improvement in media efficiencies through optimizations.

**Ready to take control of your linear TV investments?**  
 Email [crossix\\_info@veeva.com](mailto:crossix_info@veeva.com) or visit [veeva.com/crossix-tv](https://veeva.com/crossix-tv) for more information