PRODUCT SHEET

Crossix Audience Segments

Crossix Audience Segments allow healthcare marketers to reach their target audiences through advertising in a privacy-safe, HIPAA-compliant way. Audience Segments can be used across all major demand-side platforms (DSPs), data management platforms (DMPs), digital publishers, walled gardens, social platforms, targeted TV platforms, out-of-home and audio channels.

Audience Segments include solutions for consumer and HCP advertising. Users include life science companies, health systems, and OTC brands.

Audience Segments are available in the U.S.

Crossix Reach Segments are custom build to help advertisers reach health audiences in a privacy-safe, HIPAA-compliant way.

Crossix Prime Segments are custom-built segments to reach an advertiser's most qualified audience and are designed to be used in conjunction with Reach Segments.

Crossix HCP Segments are used to reach specific healthcare professional audiences.

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
Crossix Reach Segments	2014	Mature	100+
Crossix Prime Segments	2023	Early	51−100
Crossix HCP Segments	2017	Early	11−50

PRODUCT SHEET

Crossix Reach Segments

Reach Segments are custom built to help advertisers reach health audiences in a privacy-safe, HIPAA-compliant way. Users include life science companies, hospital systems, and OTC/ CPG brands.

Announced	2014
Status	Mature
Customer type	Agency
Customers	100+
Platform	N/A
Integrations	N/A

PRODUCT SHEET
Crossix Prime Segments

Prime Segments are custom-built segments to reach an advertiser's most qualified audience in a privacy-safe, HIPAA-compliant way. Prime Segments reach a highly targeted, narrow audience and are designed to be used in conjunction with Reach Segments.

Announced	2023
Status	Early
Customer type	Agency
Customers	51–100
Platform	N/A
Integrations	N/A

Crossix HCP Segments

HCP Segments help brands reach specific healthcare professional audiences through digital, social media, TV, and audio channels.

HCP Segments can be defined by:

1. **Specialty:** Segments by HCP specialty

2. **Target list:** A customer's own HCP target list

3. **Custom:** A custom set of HCPs based on diagnosing and prescribing behavior.

Announced	2017
Status	Early
Customer type	Agency
Customers	11–50
Platform	N/A
Integrations	N/A