# Validating audience quality

*Use case:*   Media data link

## Challenge

A top 20 pharma company initiates a display ad campaign for a new heart failure medication. The goal is to increase prescription fills and overall market share. The marketing team has worked with a third-party data provider to build model audience segments but has **no visibility** into how the models are made.

In the past, the pharma company was **unable to validate** if the audience exposed to their campaigns actually has the diagnosis or comorbidities it wants to reach. Campaign performance is measured through impressions and engagement, while prescription fill data can take months to receive. Past data providers have offered an audience quality score, but they were essentially grading their own homework.



Healthcare data     De-identified patient     Ad impressions
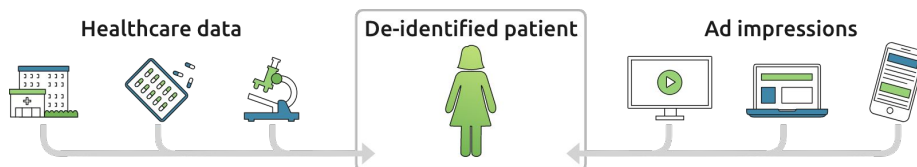
## Solution

After the campaign went live, the marketing team leveraged HealthVerity's **media data link** to de-identify media exposure logs and resolve cookie-based impressions to persistent, patient-level identifiers called HealthVerity IDs (HVID).

Then through HealthVerity Marketplace, they linked the HVIDs of patients exposed to their display ads to historical medical and pharmacy claims data to determine if they are actually heart failure patients. Now the marketing team can see whether they reached the right audience within days after the campaign launches. Based on this analysis, the marketing team was able to sharpen the composition of their audiences and publisher mix and refine their messaging to fit the patients of interest.

### About the media data link

HealthVerity's media data link provides healthcare marketers direct access to the underlying transaction-level healthcare data and media exposure data for patients of interest. This allows marketers the freedom to run their analytics of choice rather than relying on a third-party platform to answer a pre-set list of questions.

## Healthcare data + digital touch points

*Connecting online and offline patient activity to better understand the journey to treatment.*

### Link to major data types

- ✔ **Your internal data**
- ✔ **EMR data**
- ✔ **Hospital chargemaster data**
- ✔ **Lab results**
- ✔ **Closed payer claims**
- ✔ **Pharmacy claims**
- ✔ **Medical claims**
- ✔ **Grocery and consumer data**
- ✔ **Imaging**
- ✔ **Biospecimens**