



HEALTHVERITY MEDIA MEASUREMENT

Know which campaigns move patients, not just metrics

Better campaign measurement starts with better data

Most media measurement is often built on projected sample, walled-off exposure logs and black-box modeling, forcing marketers to compromise between speed, accuracy and transparency.

HealthVerity eliminates that tradeoff. Built on one connected, privacy-certified real-world data ecosystem with Symphony Health, HealthVerity Media Measurement links campaign exposure directly to the claims data your commercial team already trusts.

Whether you're validating audience quality or proving patient and prescription lift, HealthVerity Media Measurement helps you act on performance signals grounded in the real, actionable data.



RWD Coverage

Tracks up to 95%+ of impression data against the nation's largest healthcare data ecosystem.



Precision

HealthVerity identity resolution and validated partner crosswalks deliver the highest match rates in the market.



Flexibility

Works across display, CTV, programmatic, endemic, paid search, paid social, audio and linear TV

Powered by:

99%

of all healthcare activity
in the US

Broadest

pharmacy and medical claims
coverage in market

And measured across:

- ✓ Programmatic DSPs
- ✓ Connected TV / OTT
- ✓ Social (Meta and others)
- ✓ Online video
- ✓ Audio
- ✓ Linear TV

CASE STUDY

Pharma Manufacturer: DTC and HCP Campaign Measurement

A launch brand displacing long-genericized flagship brands needed near real-time optimization across channels and unbranded/branded campaigns. HealthVerity's Media team stood up exposure capture and dashboard reporting on the same trusted data used across the client's organization.

+21% new-to-brand lift

versus control, with a 98% increase in campaign investment reallocated to the highest-performing channels for the next flight

Three ways to measure what matters

From raw exposure data to campaign-changing proof, on one connected data ecosystem.

Data Linkage and Distribution

De-identified exposure data linked to raw claims and delivered directly to you.

- ✓ Standardized, analysis-ready tables cross-walked to HealthVerity IDs
- ✓ Ready to integrate into your own measurement environment

Audience Quality Measurement

See who your campaign is really reaching, matched to confirmed diagnoses and treatment behavior.

- ✓ Indexed AQ compared to the general population
- ✓ Ranked publisher and audience performance, with recommendations on where to prioritize spend

Causal and Conversion ROI Analytics

See what your campaign actually changed, using a matched test and control group built on real claims.

- ✓ Office visit lift and NBRx / NRx / TRx change versus control
- ✓ Incremental revenue, ROI and channel prioritization for the next flight

Why marketers choose HealthVerity Media Measurement

- ✓ Measure real patient impact, not just clicks and views
- ✓ Link exposure to the same claims data your commercial team already trusts
- ✓ See audience quality and conversion ROI from one connected data ecosystem
- ✓ Get a live dashboard and monthly reporting, not a quarterly PDF
- ✓ Support every major channel, from CTV and programmatic to paid social and linear TV
- ✓ Move from measurement to investment optimization with scenario forecasting
- ✓ HIPAA and CCPA compliant analytics, with de-identified linkage at every step



LEARN MORE

For more information about HealthVerity Media Measurement, email info@healthverity.com or visit <https://healthverity.com/media-measurement/>