Leveraging Custom & Syndicated Audiences (Tailored Audiences) to Support Brand Uptake and Retention

IQVIA Digital Media Team - November 2022

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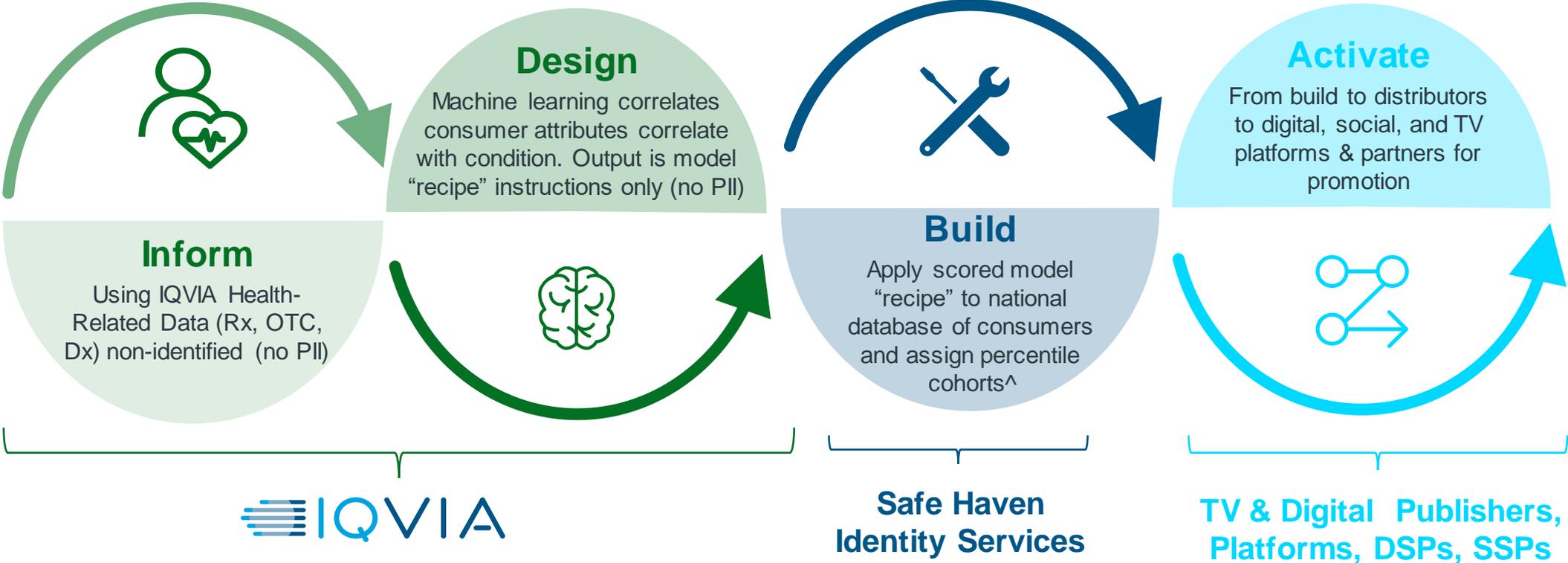# Direct-to-consumer audiences to improve health outcomes

IQVIA processes ensure consumer and patient privacy for Tailored Audiences

Tailored Audiences are probabilistic inferred weighted models built with machine learning techniques to predict which consumer demographic attributes will most likely correlate with a greater than national average propensity to have a certain condition or use a certain type of treatment.

Models are trained with non-identified consumer and health data sets. Health data sets are used for validation of the machine learning iterative process. The predictive algorithm correlates consumer attributes with health outcomes during development on non-identified data.

The final algorithm contains only weighted consumer demographic attributes. It contains no person level data of any kind. It can then be applied as a formula to score groups of U.S. adult consumers who share similar profiles as potential consumers with health conditions of interest. That is, they are predicted to "look like" adults who may be more likely to have the condition.

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Tailored Audiences: From design to activation

Inform
Using IQVIA Health-Related Data (Rx, OTC, Dx) non-identified (no PII)

Design
Machine learning correlates consumer attributes correlate with condition. Output is model "recipe" instructions only (no PII)

Build
Apply scored model "recipe" to national database of consumers and assign percentile cohorts^

Activate
From build to distributors to digital, social, and TV platforms & partners for promotion

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Safe Haven Identity Services

TV & Digital Publishers, Platforms, DSPs, SSPs

*Only non-identified HIPAA-compliant sourced health care data used to inform and validate models. Inputs may include Rx (retail, specialty and long-term care pharmacy data), Dx (diagnosis-based data captured in outpatient settings including ICD, CPT and J-codes) and OTC (over-the-counter non-prescription strength products). *Custom data sets such as 1st party or CRM can be included.*

^Audience size based on nation targetable adult population (in range of 5% to 40%) matched to promotion destinations

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