

Consumer

Reach More Targeted Health Audiences
Across the Media Landscape



Crossix Segments help health brands, hospital systems, government agencies, and others reach the most relevant consumers, at scale.

The Leader In Health Targeting

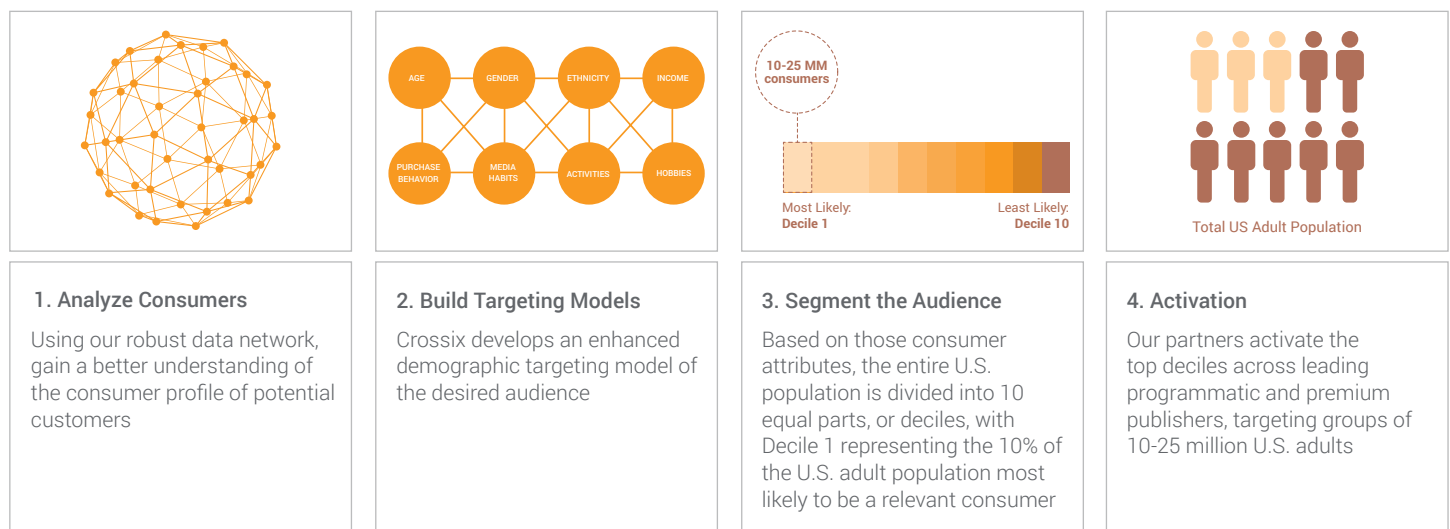
Crossix Segments are used by:

250+ Pharma Brands | **60+** CPG and OTC Brands | **100+** Hospitals and Health Systems

Offerings

- **160+ category-specific segments** help you reach people likely to treat within condition categories
- **100+ brand-specific segments** enable you to target likely users of your brand and/or brands
- **Custom segments** can be developed for your specific or nuanced audience needs
- **60+ integrated DSPs, DMPs, and publishers** allow for more efficient targeting and media versatility
- **Segments can be activated across digital display, video, mobile, and social media campaigns**
- **Segments can also be leveraged beyond digital** to enhance targeting for TV, POC, CRM, and other campaigns

The Crossix Enhanced-Demo Approach to Health Targeting



Chose from our wide array of category and brand segments, or work with us to develop your own custom segment.

CATEGORY SEGMENTS			BRAND SEGMENTS	
ADDICTION • Smoker • Smoking Cessation • Vaping and E-Cigarettes	ALLERGIES • Allergies • Anaphylaxis • Food Allergy • Grass Allergy • Lactose Intolerance • Moderate to Severe Allergies • Peanut Allergy Caregiver • Pollen Allergy	BLOOD DISORDERS • Chronic Iron Overload • Hemophilia • Idiopathic Thrombocytopenia • Iron Deficiency Anemia • Sickle Cell Disorder	ADDICTION • Chantix	
			ALLERGY • Auvi-Q • EpiPen • Flonase Rx • Nasonex • Rhinocort	
			COLD, FLU, & INFECTIOUS DISEASES • Bexsero • Fluzone • Gardasil • Mucinex • Pneumovax23 • Prevna13 • Tamiflu	
			ENDOCRINOLOGY • Bydureon • Bydureon Pen • Farxiga • Glucagon • Humalog • Invokana • Januvia • Jardiance • Lantus • Levemir • Lifescan User • Metformin • NovoLog • Ozempic • Rybelsus • Synthroid • Tanzeum • Tresiba • Trulicity • Victoza	
			EYE HEALTH • Restasis • Xiidra	
			GASTROINTESTINAL HEALTH • Amitiza • Dexilant • Linzess • Movantik • Nexium Rx • Viberzi	
			HEART HEALTH • Brilinta • Crestor • Eliquis • Entresto • Pradaxa • Praluent • Warfarin • Xarelto • Zetia	
			NEUROLOGY • Aubagio • Copaxone • Nuedexta • Ocrevus • Tecfidera • Trintellix	
			NUTRITION & WEIGHT MANAGEMENT • Contrave • Creon • Saxenda • Qsymia	
			ORTHOPEDICS, RHEUMATOLOGY, & PAIN MANAGEMENT • Advair Diskus • Anoro Ellipta • Bevespi • Breo Ellipta • Brovana • Combivent Respimat • Daliresp • Dulera • Nucala • Proair HFA • Spiriva • Stiolto • Symbicort • Trelegy Ellipta • Xolair	
HEALTH INSURANCE • Medicaid User • Medicare User • Private Insurance	HEART HEALTH • Angina • Atrial Fibrillation • Congestive Heart Failure • Coronary Artery Disease • Deep Vein Thrombosis • Heart Valve Disease • High Cholesterol • Hypertension • Myocardial Infarction • Stroke	NEUROLOGY • ADHD • ADHD Caregiver • Anxiety • Chronic Migraines • Cluster Headaches • Episodic Migraines • Dementia • Growth Hormone Deficiency Caregiver • Headaches • Hepatic Encephalopathy • Huntington's Disease • Migraines • Multiple Sclerosis • Myasthenia Gravis • Parkinson's Disease • Spinal Muscular Atrophy	PULMONARY HEALTH • Allergic Asthma • Asthma • COPD • Idiopathic Pulmonary Fibrosis • Pulmonary Hypertension • Severe Asthma	
			REPRODUCTIVE & SEXUAL HEALTH • Bacterial Vaginosis • Contraceptive Shot User • Diaper Rash Caregiver • Endometriosis • Has Newborn • IUD User • Menopause • Menorrhagia • Newborn Esophageal Reflux Caregiver • Oral Contraceptive User • Pregnant • Pregnant – Third Trimester • Prenatal Consult • Tubal Ligation • Yeast Infection	
			SKIN CARE • Acne • Antiaging Treatments • Atopic Dermatitis/Eczema • Blisters • Chronic Idiopathic Urticaria • Cold Sores • Hidradenitis Suppurativa • Hyperhidrosis • Keratosis Pilaris • Psoriasis • Psoriasis – Biologics • Psoriasis – Methotrexate • Psoriasis – Topicals • Rosacea • Seborrheic Dermatitis • Seborrheic Keratosis • Shingles • Sunburn • Tinea/Ringworm/Athlete's Foot	
			SLEEP DISORDERS • Insomnia • Narcolepsy • Restless Leg Syndrome • Sleep Apnea	
			UROLOGY • Benign Prostatic Hyperplasia • Dialysis • Nocturnal Enuresis Caregiver • Overactive Bladder • Stress Incontinence • Urinary Catheter User • Urinary Tract Infection	
			+ MORE TO BE DEVELOPED AND CUSTOM SEGMENTS DEVELOPED UPON REQUEST	
			ORTHOPEDICS, RHEUMATOLOGY & PAIN MANAGEMENT • Ankylosing Spondylitis • Back Pain • Chronic Pain • Dupuytren's Contracture • Fibromyalgia • Gout • Hip Revision Surgery • Knee Revision Surgery • Lupus • Non-Radiographic Axial Spondyloarthritis • Osteoarthritis • Psoriatic Arthritis • Rheumatoid Arthritis • Rheumatoid Arthritis - Biologics • Scoliosis Caregiver	
			+ MORE TO BE DEVELOPED AND CUSTOM SEGMENTS DEVELOPED UPON REQUEST	
COLD, FLU & INFECTIOUS DISEASES • Meningococcal Group B Vaccine • Common Cold • COVID-19 • Flu Treatment • Flu Vaccine • Pertussis Vaccine • Sinusitis	ENDOCRINOLOGY • Acromegaly • Basal Insulin User • Bolus Insulin User • Diabetes Test Strip User • GLP-1 Inhibitor User • Hyperkalemia • Hyperthyroidism • Hypothyroidism • Treating with 1+ OADs, No Insulin • Treating with 2+ OADs • Type 1 Diabetes • Type 2 Diabetes • Uncontrolled A1C	EYE HEALTH • Astigmatism • Cataracts • Conjunctivitis • Contact Lens User • Diabetic Macular Degeneration • Diabetic Retinopathy • Dry Eyes • Dry Macular Degeneration • Eyeglass User • Glaucoma • New Contact Lens User • Presbyopia • Uveitis • Wet Macular Degeneration	ORTHOPEDICS, RHEUMATOLOGY, & PAIN MANAGEMENT • Coxentyx • Celebrex • Colcrys • Enbrel • Humira (RA) • Orenzia • Otezla • Prolia • Uloric • Voltaren Rx • Xeljanz	
			PULMONARY HEALTH • Advair Diskus • Anoro Ellipta • Bevespi • Breo Ellipta • Brovana • Combivent Respimat • Daliresp • Dulera • Nucala • Proair HFA • Spiriva • Stiolto • Symbicort • Trelegy Ellipta • Xolair	
			REPRODUCTIVE & SEXUAL HEALTH • Nexplanon • NuvaRing • Osphena • Plan B • Premarin • Skyla	
			SKIN CARE • Epiduo • Eucrisa • Humira (PsO) • Stelara	
			SLEEP DISORDERS • Ambien • Belsomra • Lunesta	
			UROLOGY • Myrbetriq	
			+ MORE TO BE DEVELOPED AND CUSTOM SEGMENTS DEVELOPED UPON REQUEST	
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Email crossix_segments@veeva.com or visit veeva.com/targeting to learn more