

Consumer Modeled Audiences

Achieve more efficient DTC campaigns with audiences created using our synthetic trends methodology that balances high performance with rigorous data security.

Consumer healthcare marketing is proven to drive awareness of relevant health topics and treatment options, delivered in a timely way. But creating consumer audiences faces challenges including numerous consumer privacy laws and Artificial Intelligence (AI) threats looking to identify individuals in healthcare data.

Brands and their partners need an innovative consumer audience generation solution to respond to these significant risks to privacy and compliance in the advertising landscape, without diluting audience quality and performance.

IQVIA Digital's Consumer Modeled Audiences are a major leap forward for marketers. Using a new, patent-pending methodology to create audiences for consumer campaigns, this solution offers high performance at a price that also maximizes the efficiency of the campaign spend.

Better data inputs lead to superior audience quality. Our Consumer Modeled Audiences are based on shared



patterns across consumer and health data that highly correlate to a consumer's health journey, without ever combining the source datasets.¹ The health data is the same data that life sciences companies trust for numerous commercial use cases.

Further, IQVIA Digital's new privacy-first methodology aligns with regulatory and legal requirements, enabling consumer audiences to protect privacy without sacrificing quality.

 <p>QUALITY</p> <p>Our Consumer Modeled Audiences meet or exceed the highest audience quality standards in the industry to drive better campaign performance.</p>	 <p>VALUE</p> <p>Reach the right consumer targets at a lower cost to gain greater efficiency in campaign spend.</p>	 <p>SAFETY</p> <p>Our innovative methodology aligns to evolving state and federal data privacy laws and regulations.</p>	 <p>TURNAROUND</p> <p>Our new approach provides fast turnarounds for audience builds, enabling clients to react quickly to campaign and market needs.</p>	 <p>DISTRIBUTION</p> <p>Distribute audiences quickly via our Media Operating System or externally via our Digital Activation Network to hundreds of endpoints.</p>
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We're setting new standards for transparency and data protection

At IQVIA Digital, we've designed a novel approach to meet requirements for both data privacy and the responsible use of AI. We safeguard sensitive health data while building effective Consumer Modeled Audiences, giving peace of mind to healthcare brands and their agencies during activation.

Federated Audience Modeling. We created this innovative and patent-pending methodology, which uses advanced data science techniques to make de-identified synthetic health data nearly impossible to reverse engineer.

Secure Audience Creation. Our approach is a more secure way to build consumer audiences while enabling appropriate privacy protections.

State-of-the-Art AI Platform. We further developed an AI platform and are committed to full transparency about the platform and how we generate Consumer Modeled Audiences.

ETHICS AT THE CORE: ENSURING RESPONSIBLE PRACTICES

We augment rigorous technological safeguards with an ethical framework supervised by an IQVIA Ethics Board. Modeled after governance structures used in clinical trials, the IQVIA Ethics Board ensures that our practices align with legal requirements and broader societal values. This oversight fosters trust and accountability in a field where consumer confidence is critical.

The Ethics Board's responsibilities include:

- Advising healthcare companies to adopt ethical frameworks and apply best practices for DTC advertising
- Ensuring adherence to ethical standards through regular reviews of advertising campaigns
- Providing escalation processes that enable swift resolution of ethical concerns

Ready to try out IQVIA Digital Consumer Modeled Audiences?

Contact us today to see how IQVIA Consumer Modeled Audiences can help achieve your campaign objectives.

About IQVIA Digital

IQVIA Digital powers exceptional brand experiences, delivering innovative solutions based on a customer-first, insights-driven, and integrated omnichannel vision. We provide authenticated, privacy-enhanced data and analytics, innovative fit-for-purpose healthcare technology, and the expertise to enable an effective and adaptable marketing model that drives better quality of care and patient outcomes. IQVIA is the leading global provider of data, advanced analytics, technology solutions and clinical research services for the life sciences industry.

Learn more at www.iqviodigital.com.

¹To protect individual privacy, every audience is designed with a balance of precision and protection. That means that only patterns in behavior that are statistically strong across groups are extracted, rather than being specific to any one person.



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