



Revolutionize Your Healthcare Marketing Campaigns with iMedicalData & /LiveRamp



Reach Verified Healthcare Professionals Across Every Major Channel

iMedicalData and LiveRamp help advertisers reach up to 6+ million verified healthcare professionals across programmatic, social, CTV, and email - with secure identity matching and measurable performance.

6+ million
Verified Healthcare Professionals

+

70%
Include Personal Email Data

Built for Higher Match Rates and Increased ROI

Why iMedicalData?

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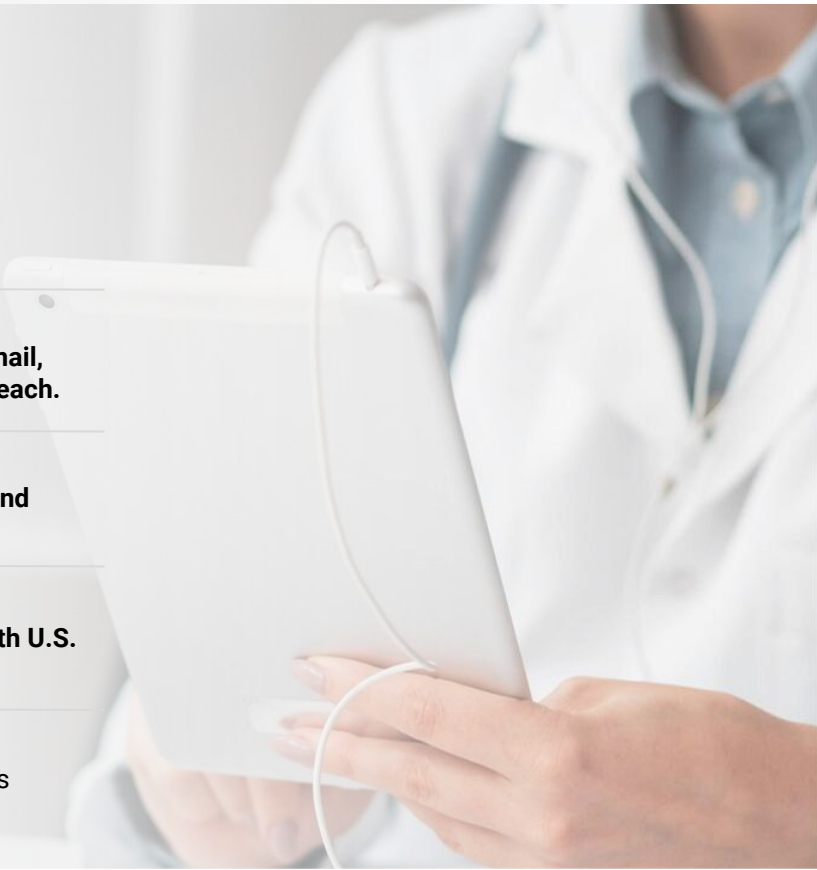
Verified, Opt-In Healthcare Data
Activate up to **6+ million confirmed healthcare professionals**.
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High Match Rates
70% of records include **personal email**, improving identity resolution and reach.
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Cross-Channel Ready
Deploy across **DSPs, social, CTV, and email platforms**.
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Privacy-Safe by Design
No patient data. **Fully compliant with U.S. privacy laws**.
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Continuously Updated
Ongoing validation keeps audiences **accurate and campaign-ready**.



Secure Data Onboarding

- Verified healthcare provider data is securely transferred to LiveRamp
- All data is hashed and privacy-safe

Identity Resolution and Matching

- LiveRamp matches iMedicalData's verified professionals to digital identities across various platforms
- iMedicalData creates accurate audience segmentation for precise B2B and consumer marketing

Cross-Channel Activation

- Activate in DSPs, social, CTV, streaming, email and more
- Reach verified HCPs wherever they engage ensuring maximum impact

Analytics & Performance Optimization

- Access real-time campaign insights and performance
- Refine targeting strategies, based upon data-driven analytics, to boost engagement and conversions