

Consumer Intent Audiences

Engage individuals actively researching health topics on endemic medical websites — where intent is high and relevance is critical

Healthcare marketers face a unique challenge: Reaching the right consumers at the right moment, in a way that's both privacy-safe and highly relevant. Traditional methods often fall short when it comes to capturing real-time interest and intent.

IQVIA Digital's Consumer Intent Audiences offer a behavior-based way to engage consumers who are actively researching health topics on endemic medical websites — where intent is high and context matters.

Consumers are already searching for answers — whether it's about

symptoms, treatments, or care options. These are high-intent moments that marketers can't afford to miss.

Marketers need precision: Instead of broad reach based on demographics, Consumer Intent Audiences allow for smarter segmentation based on actual digital behavior.

Timeliness drives performance: With audiences refreshed weekly, campaigns stay aligned with the most current consumer interests — whether it's disease education, brand awareness, or access to care.



Intent Audiences address key moments along a consumer's research journey:



Audiences can be built for any ICD-10 or procedure code and refined by research classification.

Build non-identified audiences based on behavioral research:



Researching adult obesity

Researching psoriasis

Researching adv. breast cancer

The impact:



More meaningful engagement: Marketing messages resonate more strongly with these audiences because they are highly motivated and better tailored for the marketer.



Better media efficiency: High intent audience leads to stronger ROI and reduced waste.



Privacy-safe activation: Built with compliance in mind, these audiences offer a safeguarded way to reach consumers without compromising trust.

Consumer Intent Audiences give healthcare marketers a strategic edge — connecting with motivated consumers when it matters most.

Key benefits for marketers:



Flexible audience selection: Consumer Intent Audiences can be used independently or layered with IQVIA's existing consumer health audiences for cross-platform activation.



Performance-driven: Add precision and scale to your media strategy by reaching consumers actively researching conditions and therapies.



Impactful for niche campaigns: Ideal for rare diseases, enabling efficient reach at critical decision-making moments.



Seamless integration: Available on all major DSPs and social media endpoints through IQVIA Digital's Activation Network, easily deploy campaigns across major DSPs for unified audience activation and streamlined execution.

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.iqvialdigital.com.



CONTACT US
iqviadigital.com