

Activate in Media OS

Healthcare Media Activation: Allocate Smarter. Waste Less. Perform More.

With IQVIA Digital's industry-leading data at the foundation, Media OS builds highly precise HCP and DTC segments that can be activated through any channel to maximize efficiency and performance.

How it works



PLAN: Build precise segments with clinically-anchored HCP data plus behavior and intent signals.



ACTIVATE: Launch campaigns and route media buys through the best-fit activation endpoint.



MEASURE: Understand which activation strategy is most effective and evaluate impact metrics.



OPTIMIZE: Drive measurable lift with in-flight adjustments to maximize engagement and outcomes.

Why Multi-DSP Matters:

- Each DSP excels at different healthcare use cases
- No single buying path always delivers optimal reach and performance
- Audience identity stays consistent across channels and campaigns

IQVIA's Approach:

- Multi-DSP activation aligns to use case and identity needs
- Media buying routes through the most capable activation route across endpoints
- One platform aggregates, normalizes, delivers, and measures across partners

What Media OS Delivers:

- Best-in-class HCP audiences from IQVIA Digital, not found in DSPs alone
- Unified activation across multiple DSP endpoints, all within Media OS
- Smarter recommendations powered by cross-partner learnings

READY TO ACTIVATE?

Customize audiences, launch across your activation network, and optimize the next campaign with IQVIA Digital's Media OS.



PLAN

Best-in-class HCP + DTC audiences



ACTIVATE

One platform, many activation paths

Endemic



EHR



Email



Programmatic



Search



Social



Video



Audio



Banner



CTV



MEASURE

Insights for next-flight optimization

**One platform for omnichannel
healthcare activation.**



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