

# HCP Reach™

The Next Step in Audience Identification and Targeting



You think you know your audience but how well do you know them *actually*? By combining proprietary mobile matching algorithms and databases with traditional identification methods, **Redi-Data HCP Reach** empowers marketers to accurately identify mobile healthcare professionals and execute successful engagement initiatives with improved targeting, relevant communication and greater efficiency.



## Reach the Mobile Audience

While many tagging identification systems account for only 35-40% of the HCP market, **HCP Reach** is designed to address the **nearly 70% of mobile HCP users**. With access to over **650 million** mobile device IDs, HCP Reach delivers **increased visibility** and **insight** to your **mobile web visitors** and yields vital information such as:



Name



Practice Location



NPI#



Medical Specialty

## How It Works



### STEP 1

Users download a mobile app or visit your website



### STEP 2

HCP Reach identifies your users and common characteristic



### STEP 3

Results are provided back to you



### STEP 4

Serve targeted ads to your audience



### Identify App Users

App usage contributes 90% of the total time spent on mobile devices. Using HCP Reach's software development kit (SDK), detect users who have installed your app and examine which other apps they have downloaded. Identifying these users helps pinpoint your most interested audience and best potential prospects.



### Your Audience Your Terms

Unlike other audience identification service providers, Redi-Data lets you define your audience on your own terms. This means you only pay for the data that YOU need, and you're not required to purchase everything from one single provider. HCP Reach can be integrated with all systems, so you can mix and match providers and sources based on your unique business needs.



### Serve Targeted Ads

Purchase ad space from apps that can verify their audience and point your ad directly at the HCPs you want to target while reaching other potential app users that may be of interest.



### Secure Your Data

Redi-Data is committed to securing your collected information to prevent cross-company sharing with competitors.

Turn your best data into better business with **HCP Reach**, a HCP Tagging platform from **Redi-Data**.



# CALL OR EMAIL A REDI-DATA SALES PROFESSIONAL TODAY TO GET STARTED!



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