

Power up your marketing campaigns with Redi-Data Digital, our solution to digital identity, enabling you to target Healthcare Providers (HCPs) online with precision and scale. By mapping our offline database of healthcare providers with the identity graphs of LiveRamp and DeepIntent, you can reach this specialized audience when and where they are online; whether it is through social media, programmatic, mobile, search, television and more.

With access to over 9 million tried and true HCP records, Redi-Data Digital offers robust layers of multi-dimensional data to grow your omnichannel marketing and to enhance relationships, satisfaction, retention and revenue.



Set yourself on the right track and achieve your goals by leveraging the power of our 500+ “ready to launch” HCP segments, targeting Physicians, Dentists, Nurse Practitioners, Physician Assistants, Pharmacists, Nurses, Social Workers and more.

## BENEFITS OF ACTIVATING REDI-DATA DIGITAL

### Utilizing Redi-Data Digital will allow you to:



Expand your digital reach to your desired healthcare audience



Target specific HCPs with precision utilizing deterministic data



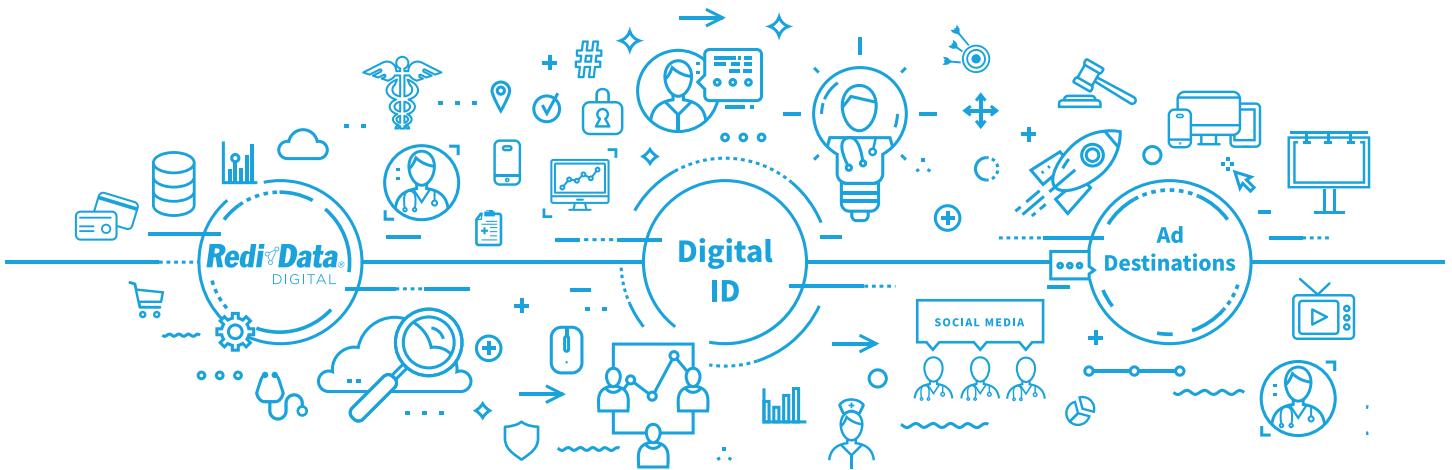
Connect with HCPs across display, search, social, TV and more

### Create powerful custom segments using match criteria, such as:

- ✓ NPI number
- ✓ ICD-10 diagnoses & procedure codes
- ✓ CPT medical, surgical and diagnostic procedures & services.
- ✓ +180 specialties
- ✓ Geography
- ✓ Demographics
- ✓ Psychographics

Collaboration in this space is necessary for success, so it is important for advertisers to find trusted partners to help build their brands and fuel their growth. Redi-Data has an imperative commitment to providing our clients with quality data, which

is why we partner with BPA Worldwide, a trusted, independent, not-for-profit assurance provider. We will always provide you with up-to-date information to ensure that you have the most accurate data needed to propel your marketing campaigns.



## WHO IS REDI-DATA?

Redi-Data is a nationally recognized leader and innovator in healthcare data with the industry's most comprehensive database of healthcare professionals, consumers, and businesses. A technical authority in the healthcare marketing and data marketplace, Redi-Data delivers the most complete and robust selection of medical email and postal information available.

With a diverse selection of information and data points including demographic, geographic, financial, lifestyle and consumer ailments, Redi-Data specializes in helping marketers create complete pictures of their target audience accurately and affordably. Headquartered in Fairfield, NJ, Redi-Data is a division of Redi-Direct Marketing, Inc and has offices in Berlin, NJ and Sunrise, FL.

