

A demand-side platform built for healthcare.

License the technology. Run HCP campaigns your way, across every channel.

AudienceRx DSP is buy-side technology for healthcare marketers and their partners. Target at the NPI level, activate across every channel you connect, and see delivery resolved back to the individual provider — from one platform you control.

Platform capabilities

- **HCP and NPI-level targeting**
Build and target audiences down to the NPI and specialty level against clinical signal and structured NPI-level data, including ICD-10 diagnosis and NDC drug codes. Use your own first-party data, or third-party data through the platform's marketplace providers.
- **Rules Engine — plain-language targeting**
Describe a target in plain language and the Rules Engine compiles it into executable targeting logic, with reach forecast and the rule validated before spend commits.
- **NPI-level attribution (PLD)**
Delivery resolved to the individual provider, not an exposure count. Ships as a custom feed, shaped to your schema, fields, and cadence.
- **Omnichannel activation and curated supply**
Plan and buy across every channel you connect from one campaign interface, activating deal IDs, private marketplaces, and open exchange with the supply paths you choose.
- **Bid strategy and optimization**
Configure pacing, bidding, and optimization logic with full control over how budget delivers.
- **Transparent reporting and controls**
Campaign-level reporting and log-level visibility, resolved to the individual provider.

BUILT FOR YOUR STACK

- **Open integrations**
Connect the data, supply, and measurement partners you already use.
- **You own the workflow**
Your team runs campaigns, seats, and optimization directly in the platform.
- **Healthcare-native**
Purpose-built for HCP addressability, not a generic stack with a health skin.
- **License it now, own it later**
A contractual right to purchase the source code and run the platform on your own infrastructure sits under the license from the start.

CHANNELS

Open Web EHR Telehealth Email
Social DOOH CTV and more...

WHO IT'S FOR

HCP Engagement Companies | Agencies | Pharma and Life Science Brands | Point of Care Platforms | Platform Partners

HOW IT LAUNCHES

01 Configuration 02 Supply & reporting connectivity 03 Ad ops enablement 04 Live

Weeks, not months. No hardware to provision.

See the platform.

Scan to get in touch, or email sales@audincrx.io

