

A supply-side platform for healthcare inventory.

License the technology. Package, control, and monetize your HCP supply.

AudienceRx SSP is sell-side technology for healthcare publishers, data owners, and platform partners. Manage inventory, connect demand, and resolve and package your HCP audience at the NPI level — all on infrastructure you run.

Platform capabilities

- **Inventory, yield, and floor controls**
Configure ad units, placements, floors, and prioritization across your properties from one console, with full control over how supply clears.
- **Deal ID and PMP creation**
Package inventory into private marketplaces and curated deals for the buyers you choose.
- **Demand connectivity**
Connect endemic and open demand through header bidding, direct tags, and server-side options.
- **HCP identity resolution and audience onboarding**
Raw audience inputs resolved to NPI-level identity, delivered as a bring-your-own-data file or through a direct CDP connection. The audience becomes an asset you hold, not a byproduct of running campaigns.
- **NPI-level attribution (PLD)**
Delivery resolved to the individual provider, not a segment or a household. The layer pharma buys directly, and one a publisher or data owner cannot produce alone.
- **Transparent reporting and brand safety**
Reporting at the NPI level, with healthcare-appropriate controls built in.

BUILT FOR YOUR STACK

- **Open integrations**
Connect the demand, data, and verification partners you choose.
- **You own the controls**
Your team manages inventory, deals, and yield directly in the platform.
- **Healthcare-native**
Purpose-built for HCP supply, 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.

INTEGRATIONS

OpenRTB Prebid Header bidding Direct tags
Server-side Deal IDs PMPs VAST / DAAS
S2S postbacks

WHO IT'S FOR

HCP Publishers | Health Platforms | Data Owners | 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@audiencecx.io

