

AI-powered Digital Geomarketing Technology

A solution to drive smarter media investments with precise audience definition and robust privacy compliance

Geomarketing, or location-based digital marketing, is transforming how life sciences companies connect with patients and healthcare providers. Using real-time location data, marketers can deliver personalized, timely messages to mobile devices—*cutting through noise and driving greater value from your advertising dollars.*

This precise approach to reaching key audiences lets you pinpoint mobile devices in which users have actively opted in to receiving digital communications and that aligns with your target market. This approach is especially effective for busy physicians working across multiple locations.

Additionally, AI can analyze browsing behavior to reveal audience intent and interests. Integrating this intelligence with the geographic fencing algorithms sharpens audience definition, giving you a hyper-refined group for more precise message delivery.



Notify HCPs about a new therapy or product launch at their clinic or hospital location based on device activity.



Use geomarketing to promote a new therapy or device directly to customers' mobile devices in a given city or region.



Add precision to your segmentation



Cost effective allocation of resources

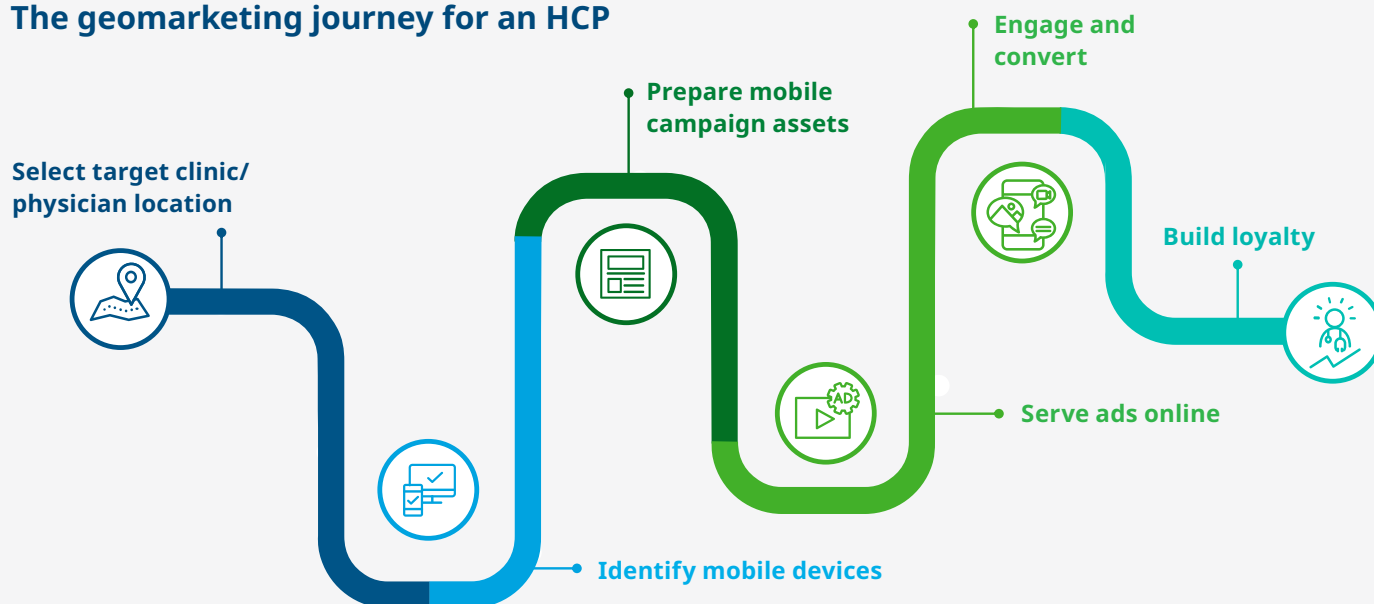


Gain insights on customer behaviour



Save time by focusing efforts

The geomarketing journey for an HCP



*Experience innovative HCP and patient engagement.
Request a demo.*

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