Utilize programmatic targeting through EHSx, a private exchange and marketplace, to connect with your target audience on EHS' network of 400 exclusive digital properties.

EHSX gives healthcare and pharma marketers the opportunity to buy and sell digital media and audience data programmatically in an environment agnostic of supply or demand-centric bias.

Through EHSX, we can target and connect with your HCP audience beyond to:

4,000+
Exchange Whitelist
Health Publishers

10,000+
Pharma-Safe,
Non-Endemic Properties

838,000+
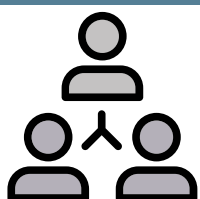U.S. Prescribers

3M+
U.S. HCPs

Targeting Capabilities

Target List Display
Reach target list HCPs on our own network as well across the open exchange on endemic and non-endemic content. Physician Level Data (PLD) available.

3rd Party Segment Targeting
Utilize 3rd party segments or provide the brand's data segments for additional layers of targeting.

Behavioral Targeting
Create a behavioral segment on our own network and then retargeting them across the exchange.

Geo-Targeting
Use permutate to create geographic parameters for targeting HCP's in a similar locality.

Contextual Targeting
Reach HCP's on content that is determined by certain keywords and filters.

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