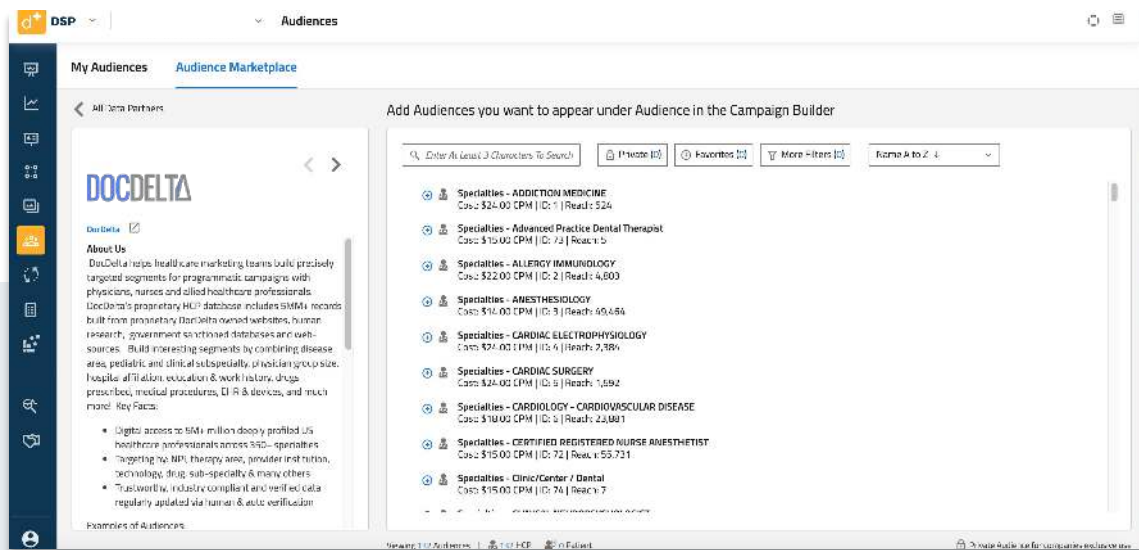


# Welcome to the DeepIntent Audience Marketplace

## DOCDELTA

You can now discover **DocDelta's** audience segments in the **DeepIntent Audience Marketplace**, the industry's first and only cookieless-by-design healthcare data ecosystem, and immediately activate your audiences at scale within DeepIntent's Healthcare DSP.



Immediately activate  
DocDelta's custom and  
ready-to-use audiences

Get higher match rates and  
reach across both cookieless  
and cookie-based environments

Receive daily  
PLD reporting for all  
HCP audiences

**[CLICK HERE](#)**  
for more information on Audience Marketplace.

# About DocDelta

DocDelta helps healthcare marketing teams build precisely targeted segments for programmatic campaigns with physicians, nurses, and allied healthcare professionals. DocDelta's proprietary HCP database includes 5M+ records built from proprietary DocDelta-owned websites, human research, government-sanctioned databases, and web sources. Build interesting segments by combining various data sets such as therapeutic categories, clinical subspecialty, hospital affiliations, medical procedures, and much more.

## KEY FACTS

**Digital access to 5M+ deeply profiled US healthcare professionals across 350+ specialties**

**Targeting by: NPI, therapeutic area, provider institution, technology, drug, sub-specialty, etc.**

**Trustworthy, industry-compliant, and verified data regularly updated via human and auto verification**

## DocDelta's ready-to-use segments available via the DeepIntent Audience Marketplace:

- + Physicians
- + Oncology
- + Gastroenterology
- + Rheumatology
- + Endocrinology
- + Cardiology/Cardiology Surgery
- + Dermatology/Plastic Surgery
- + Neuro/Psychology
- + Primary Care
- + Surgeons
- + Allied Health
- + Pharmacists
- + Dentists/Hygienists
- + Behavioral Health
- + Laboratory
- + Geneticists
- + Podiatry
- + Audiology
- + Optometry
- + Nurses & Mid Levels
- + Nurse Practitioner
- + Physician Assistant
- + CRNA
- + Specialty RNs
- + ONC Nurses
- + RNs

To have DocDelta's custom or requested audiences directly onboarded to your DeepIntent Healthcare DSP seat, please email DocDelta at [chris@docdelta.com](mailto:chris@docdelta.com) with your DeepIntent DSP Organization ID and Advertiser ID.