The only source for physician-level behaviors and insights across more than 800 medical websites.

AIM

Audience Identity Manager™ (AIM) delivers the actionable insights you need to build and optimize your multi-channel marketing and sales strategies.

Unrivaled Insights for Impactful Communication

- AIM reports data from 800+ websites, including publisher, medical education, association, and professional social.

- Data includes the types of medical sites visited, medical topics read, and level of physician interaction.

- AIM can also report on target physician activity from your branded and non-branded sites.

- AIM is certified by BPA Worldwide and declared a verified data source.

AIM-Triggered Engagements

Meet your target physicians along their journey, with AIM-triggered emails and engagements.

To learn more, visit:
dmdconnects.com

Your Targets plus AIM Data: What Behavior Can Reveal

AIM data reveals more about the actual online behaviors of your target audience than any other source of data:

- Understand the unique content needs of your target physicians and how they consume medical information.

- Understand which marketing tactics are driving traffic and engagement on your websites.

- Learn when a target physician is researching competitive products – and deliver valuable, timely intelligence to your sales representatives.

- Identify non-target healthcare professionals to expand the reach of your key messages.

AIM delivers these actionable insights and more, helping you tailor your marketing to individual physicians to achieve overall better ROI.

What You Can Do With AIM Data

Understanding the type of content individual physicians engage with is the key to knowing what is relevant to them – and how you can engage in order to deliver true one-to-one marketing. With AIM, you can:

- Identify, develop, and promote highly relevant messages for your specific audience.

- Get deeper insights into the digital activity of your most valuable target professionals, and cultivate their loyalty by delivering content you know will appeal to them.

- Develop competitive assessments based on drug mentions to better understand what products your audience gravitates towards – and know when to interrupt their research with a timely, targeted message.

DMD
Connecting Healthcare