



# NATIONAL PROVIDER IDENTIFIER (NPI) MATCHING

IDENTIFY HEALTHCARE PROFESSIONALS ACCURATELY AND ENRICH YOUR COMMUNICATION WITH SIGNALS FROM THE ZETA DATA CLOUD

Brands face unique challenges when marketing to healthcare professionals. For one, their knowledge of the channels where doctors are active is typically limited to direct mail and email. For another, they may be unable to easily identify doctors who fall within a given specialty (i.e., rheumatologists) to create a targeted list. With NPI Matching, Zeta can help marketers link a single piece of information such as the National Provider Identifier (NPI) code to Zeta's proprietary Data Cloud and determine a practitioner's specialty, active channels for engagement, and additional signals predicting intent. We provide a comprehensive solution for healthcare marketing from audience identification to targeting strategies and campaign execution.

## HOW NPI MATCHING WORKS

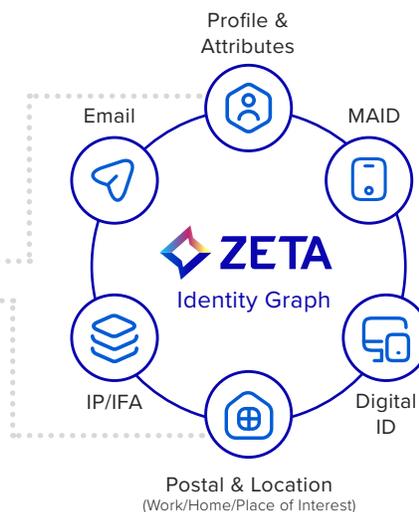
Sample input data:

**Name:** John Smith  
**Work Address:** 123 South St  
**Taxonomy Code:** A675CV  
**NPI #:** 12345

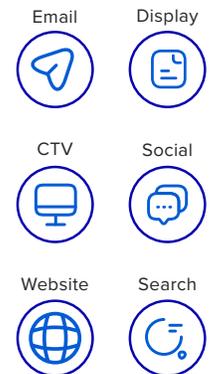
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Input data is matched against the Zeta Identity Graph and proprietary Data Cloud



Segments can be created targeting the most relevant audiences in active channels



Every consumer profile in the Zeta Data Cloud is assigned a unique ID that ties together all the attributes and signals related to the individual. This information includes email address, mobile and digital IDs, IP/IFA data, online behavior and intent, locations they visit, and more. When customized audiences are created, Zeta can find your customers and engage them in additional channels based on the data we have available.

## BENEFITS OF ZETA NPI MATCHING



**Accurate**  
audience matching



**Identity Graph**  
breadth and depth



**Real-time**  
insights and intent signals



**Improved**  
campaign response rates



**Broader**  
channel engagement

### KEY CAPABILITIES

- Identify and reach healthcare professionals at scale
- Target practitioners by specialty (e.g., oncologist, pediatrician)
- Connect your brand and customers across multiple channels
- Engage customers in the channels where they are most active
- Enrich healthcare professional profiles with real-time signals
- Execute campaigns via Zeta's platform and services

Don't wait for the next opportunity. **Create It.**

Predictive marketing insight. Industry-defining identity management.  
Omnichannel experience building. The Zeta Marketing Platform is everything you need to grow your customers and your business in today's digital ecosystem. Recognize your best customers and prospects across channels and devices and be where they are going next—the right offer at the right time, every time.

Talk to your Zeta Sales or Account Representative to get started.

