



OptimizeRx and Experian Collaborate to Improve Privacy-Safe Identity Resolution in Healthcare Marketing

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Life science marketers will be able to better measure the exposed audiences for a more complete, accurate, and transparent view of campaign engagement and effectiveness

WALTHAM, Mass., Jan. 07, 2026 (GLOBE NEWSWIRE) -- [OptimizeRx Corp.](#) (the "Company") (Nasdaq: OPRX), a leading provider of healthcare technology solutions helping life science companies reach and engage healthcare professionals (HCPs) and patients, today announced at CES 2026 a data collaboration with Experian, a leading global data and technology company. This integration maps OptimizeRx Micro-Neighborhood[®] audiences to Experian's identity graph, enabling seamless onboarding and curated audience activation, delivering a transparent, reliable methodology for life sciences brands and healthcare marketing agencies to reach and measure consumer audiences at scale.

Addressing Fragmentation that Limits Direct-to-Consumer (DTC) Campaign Visibility

Expectations for personalized, omnichannel, and privacy-safe DTC marketing continue to rise, but identity resolution has remained fragmented and incomplete. As a result:

- Data and standard measurement practices typically omit a significant percentage of the exposed audience
- A notable portion of the target audience is usually lost during the media onboarding process
- Audience Quality (AQ) may not accurately represent actual audience composition
- Marketers may not be able to determine if programmatic ads reach brand-qualified consumers at scale

This visibility gap can prevent life sciences brands from accurately measuring the impact of their marketing campaigns and optimizing their targeting and tactics.

OptimizeRx and Experian's Integrated Audience Mapping Closes the Visibility Gap

Integrating OptimizeRx's patented, deterministic Micro-Neighborhood[®] audience data with Experian's identity graph enables audience expansion for onboarding, curation, and measurement through a deep set of identifiers, ensuring scale and maximum addressability in a privacy-forward fashion. The benefits for life science brands include:

- The ability to more accurately measure exposed audiences, for a more complete and transparent view of engagement and effectiveness
- Reduced audience loss during the onboarding process due to improved audience mapping, increasing total media reach
- Higher projected AQ and a significantly reduced gap between projected and actual AQ, for more accurate media planning

"We're thrilled to give our life science and agency clients a uniquely integrated solution that combines Experian's best-in-class consumer data and robust identity infrastructure with OptimizeRx's patented, privacy-safe targeting methodology based on real-world healthcare data," said Drew Teller, Director, Strategic Media Partnerships at OptimizeRx. "This collaboration enables brands to activate media against deterministic and data-driven Micro-Neighborhood[®] audiences with greater confidence in audience quality and improved measurability across all channels."

"Together, we are strengthening how life science marketers onboard and activate third-party audiences at scale," said Colleen Dawe, Vice President of Advertiser Partnerships at Experian. "By connecting OptimizeRx's Micro-Neighborhood[®] audiences to Experian's identity graph, we can reduce onboarding loss and support curation and measurement, delivering more addressable reach and the data for a more complete, privacy-forward view of campaign performance."

About OptimizeRx Micro-Neighborhood[®] Audiences

OptimizeRx's Micro-Neighborhood[®] audiences are privacy-compliant, hyper-local consumer audiences created using real-world, privacy-safe clinical and consumer data to build deterministic cohorts aligned to brand eligibility signals. Rather than broad or lookalike models, Micro-Neighborhood[®] audiences target at ZIP+9 level granularity across 35+ million U.S. micro-neighborhoods, enabling highly precise segmentation of patients and their providers. Micro-Neighborhood[®] audiences are portable across all major media channels and onboarders, so life science marketers can easily activate, manage, and report on omnichannel direct-to-consumer advertising.

About OptimizeRx

OptimizeRx is a leading healthcare technology company that's redefining how life science brands connect with patients and healthcare providers. Our platform combines innovative, AI-driven tools like the Dynamic Audience Activation Platform (DAAP) and Micro-Neighborhood[®] audiences to deliver timely, relevant, and hyper-local engagement. By bridging the gap between HCP and DTC strategies, we empower brands to create synchronized marketing solutions that drive faster treatment decisions and improved patient outcomes.

Our commitment to privacy-safe, patient-centric technology ensures that every interaction is designed to make a meaningful impact, delivering life-changing therapies to the right patients at the right time. Headquartered in Waltham, Massachusetts, OptimizeRx partners with some of the world's leading pharmaceutical and life science companies to transform the healthcare landscape and create a healthier future for all.

For more information, follow the Company on [LinkedIn](#) or [X](#), or visit www.optimizerx.com.

About Experian

Experian is a global data and technology company, powering opportunities for people and businesses around the world. We help to redefine lending practices, uncover and prevent fraud, simplify healthcare, deliver digital marketing solutions, and gain deeper insights into the automotive market, all using our unique combination of data, analytics and software. We also assist millions of people to realise their financial goals and help them to save time and money.

We operate across a range of markets, from financial services to healthcare, automotive, agrifinance, insurance, and many more industry segments.

We invest in talented people and new advanced technologies to unlock the power of data and to innovate. A FTSE 100 Index company listed on the London Stock Exchange (EXPN), we have a team of 25,100 people across 32 countries. Our corporate headquarters are in Dublin, Ireland. Learn more at experianplc.com.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Words such as "will", "may", "can", "enables", or other similar words and expressions are intended to identify these forward-looking statements. All statements in this press release that reflect the Company's expectations, assumptions, projections, beliefs or opinions about the future, other than statements of historical fact, are forward-looking statements, including, without limitation, statements relating to the ability of OptimizeRx to measure a higher percentage of exposed audiences for a more complete and transparent view of campaign engagement and effectiveness, to expand audiences for onboarding, curation, and measurement, to ensure scale and addressability in a privacy-forward fashion, to reduce audience loss during the onboarding process, to reduce gaps between projected and actual AQ, to improve measurability across all audience channels, and to deliver more addressable reach. Because such statements are subject to risks and uncertainties, actual results may differ materially from those expressed or implied by such forward-looking statements. These forward-looking statements are based upon the Company's current expectations and involve assumptions regarding the Company's business, the economy, and other future conditions that may never materialize or may prove to be incorrect. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted, or quantified. Actual results and the timing of events could differ materially from those anticipated in such forward-looking statements as a result of various risks and uncertainties including, but not limited to, the effect of government regulation, seasonal trends, dependence on a concentrated group of customers, cybersecurity incidents that could disrupt operations, the ability to keep pace with growing and evolving technology, the ability to maintain contracts with electronic prescription platforms and electronic health records networks, competition, and other factors discussed in the Company's Annual Report on Form 10-K for the year ended December 31, 2024, and in other filings the Company has made and may make with the SEC in the future. One should not place undue reliance on these forward-looking statements, which speak only as of the date on which they were made. The Company undertakes no obligations to update such statements to reflect events that occur or circumstances that exist after the date on which they were made, except as may be required by law.

Contact Information:

OptimizeRx Contact

Jennifer Dinkel, VP Marketing
jdinkel@optimizerx.com

Experian Contact

Jordan Takeyama
jordan.takeyama@experian.com

Press Inquiries

Matter Communications
optimizerx@matternow.com



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