



Don't fall behind your competition, **enhance your marketing plans with insights to your target list of HCPs**

**Target List Matching** aligns your brand's HCP target lists and segmentation with M3 MI syndicated strategic insights and media measurement data for enhanced strategic planning.

In 2025 we saw unprecedented adoption of our list match offer across the industry's top media agencies and pharmaceutical companies. **This approach to strategic planning is becoming the new normal.**



**Uncover unique behaviors and attitudes**

Identify insights on how your target list compares to the broader specialty.



**Maximize media reach and efficiencies**

Evaluate journals, websites, social networks, mobile apps and email newsletters preferences and utilization for your target list.



**Tailor messaging**

Provide the right message in the right channel based on content preference data.



**Optimize sales engagements**

See target HCPs policy to sales rep meetings, rep meeting material preferences and learn the best way to reach no-see HCPs with advertising.

**Easy 3 Step Process**

**#1 Free list match rate & proposal**

We will **match your NPI list against our survey respondents to generate a proposal** containing:

- Feasibility with number of matches
- Dashboard analysis platform list upload costs, data filter options, and number of trainings

**#2 Target list dashboard sync**

Within 10-15 business days of receiving a signed agreement, we will **incorporate your matched target list into the study dashboard.**

**#3 Start analyzing data for your priority HCPs**

In almost all cases, we successfully generate a match that mimics the size of the target list, as it relates to the size of the specialty universe



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For more information, contact [info@M3-MI.com](mailto:info@M3-MI.com) or visit [www.M3-MI.com](http://www.M3-MI.com)