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(54) Title: INTEGRATED SEARCHING OF DATA IN CAMPAIGN PLANNING

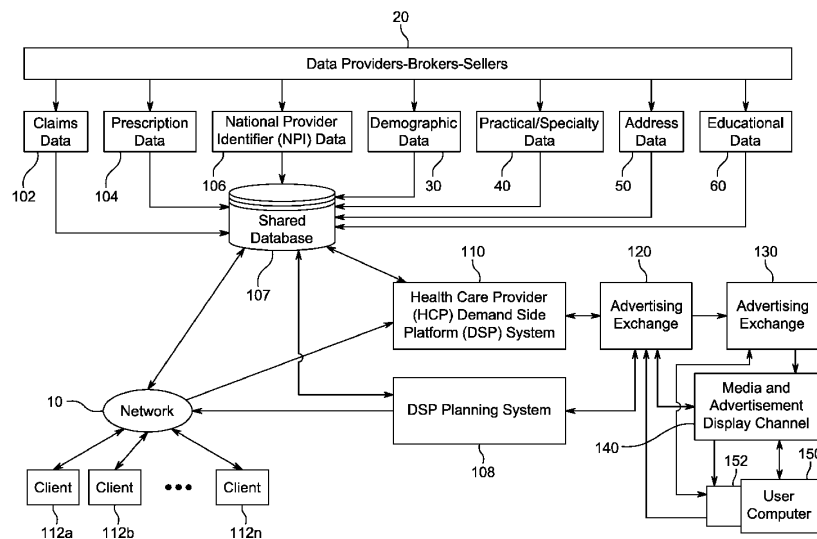


FIG. 1

(57) **Abstract:** Selecting digital impressions based upon unifying digital identity data to data sources from others supports defining audiences for campaigns and delivering relevant impressions to the audiences. A DSP campaign planning system receives NPIs of HCPs, practice data indexed by the NPIs, and any of prescription data specifying drug prescriptions previously written and/or clinical medical data, indexed by the NPIs. The practice data, other datasets may be mapped to NPI values in a database of digital identity data such as cookies or device IDs shared by the system and a DSP. The system supports defining audiences, based upon the NPIs and the data. Campaigns may be executed by matching NPIs of user devices to cookie data represented in the plans. Audience data is transmitted to a DSP to transmit digital instructions to an advertising exchange server for executing digital impressions via a media display channel and user computer.

[Continued on next page]

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