

# IQVIA Digital Expert

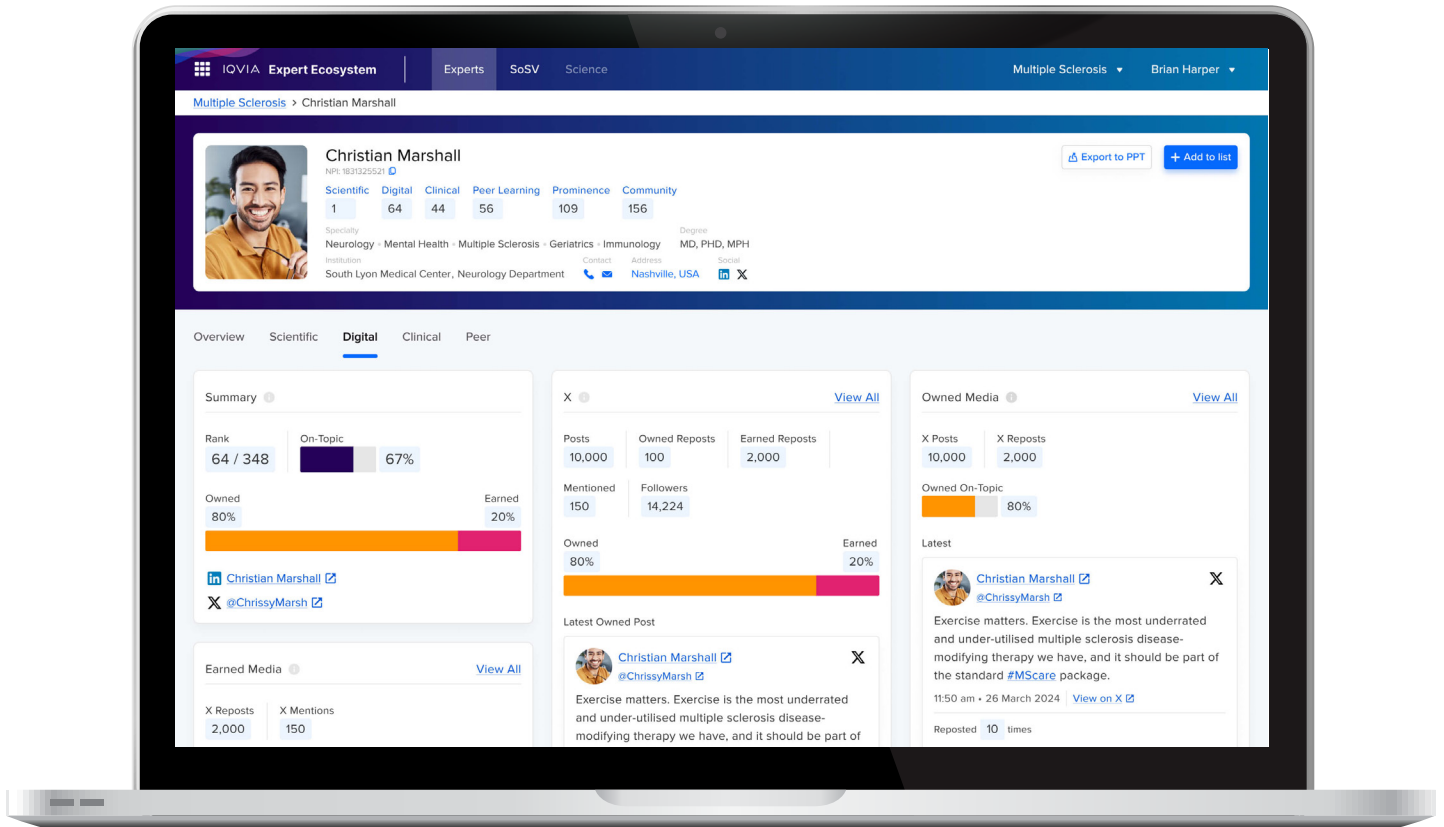
*Create more meaningful engagements by identifying and profiling the most relevant digital opinion leaders in your target space*

Easily identify and engage with the most relevant Digital Opinion Leaders (DOLs) actively participating in your target digital space. **IQVIA Digital Expert** aggregates data from 677,000 X (Twitter) profiles, 420,000 YouTube accounts and mentions, and 605,000 LinkedIn accounts. Using IQVIA's unique physician identifier, it validates these profiles and matches them with scientific and clinical information, giving you a complete, accurate view of a DOL's digital activity.

Quickly gauge a DOL's relevance by filtering and identifying on-topic digital activity relevant to your business needs, ensuring you focus on experts aligned with your strategy.



## Effortlessly evaluate the strength of a digital opinion leader's network



Each expert's digital activity is ranked and scored based on your criteria, empowering you to prioritize the most relevant DOLs. For X (Twitter) content, digital profiles include profile names, follows, and mentions.

For LinkedIn, Digital Expert displays profile handles. This data powers your ability to easily evaluate the strength of a KOL's digital network.

## IQVIA Digital Expert belongs to IQVIA Expert Ecosystem — which provides a single, unified view of KOLs



Digital Expert is part of IQVIA's Expert Ecosystem platform, your single location for a compliant, multi-dimensional view of [scientific](#), [clinical](#), digital, and [peer](#) leadership to help you identify the most relevant experts for your medical affairs and commercial efforts.

### Takeaways

- Easily identify the most relevant, digitally active Digital Opinion Leaders (DOLs) to stay ahead of science and healthcare issues.
- Quickly evaluate the strength of a DOL's digital network and prioritize those with the most relevance by filtering and identifying on-topic digital activity.
- Explore digital content aggregated from 1.2 million (and growing) X (Twitter) and LinkedIn profiles, validated by IQVIA's unique physician identifier.
- Save time by unifying data with the rest of a DOL's profile across [Scientific](#), [Clinical](#), and [Peer](#) Expert modules.

Contact an expert below to learn more or get a demo.



**CONTACT US**

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