

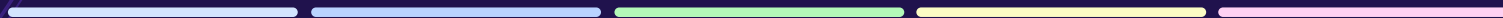
improvado for healthcare

Improvado is a HIPAA-compliant marketing analytics solution offering BAA-supported data infrastructure.



As per the last HHS update, web tracking in healthcare faces immediate challenges.

- ✓ HHS update wiped away GA4 web visibility for healthcare marketers, affecting marketing performance tracking and budgeting.
- ✓ Data teams need to eliminate sensitive data sharing with GA4. Otherwise, your analytics becomes a subject of HIPAA fines.
- ✓ To avoid legal fallout and regain transparency of spend and ROI, healthcare providers need a HIPAA-compliant analytics solution.





Improvado: a HIPAA-compliant marketing analytics platform to ensure web tracking and optimize ROI



1

Get data

Extract data from any marketing and sales platforms.

2

Keep it in one place

Centralize data in an owned, hosted or managed environment.

Ensure compliance for data in transit and at rest.

3

Make it analysis-ready

Shift from disparate to business-ready data.

Automatically fit data to any marketing use case.

4

Ensure data quality

Automate data quality.

Ensure campaign guidelines compliance.

Gain control over critical marketing ops pipelines.

5

Discover insights

Uncover in-depth insights via BI, AI, or both.

Enable stakeholders and prove marketing impact.

Measure, optimize, repeat. Deliver an improved ROAS.

Collect data

Manage data

Analyze data

IAM, SSO

Data encryption in transit and at rest

Data residency and sovereignty

Logging and monitoring

Customization & Professional Services

Scalable & Reliable Data Pipelines, Built On Top of Our Secure Modern Data Stack



Secure approach to healthcare marketing use cases

Web analytics

Revenue attribution

AI Assistant to speed up
ad-hoc analyses

Automated data
consistency checks

Automated breach
notification

Risk assessment

Regular HIPAA checklist
audits

BAA availability

Data anonymization

Automated
sensitive data
disposal

Data encryption

Data source
connectivity

PII classification

Access control and
management

And much more





Schedule a consultation

Trusted by healthcare and beyond

