





# Freshpaint + Viant: Maximize Reach & Minimize Risk in the Healthcare Space

A partnership that drives marketing results — without the privacy headaches. Freshpaint keeps your data secure, Viant expands your reach, and together, we turn compliant data into real campaign impact.

## Why Freshpaint + Viant?

Freshpaint and Viant give healthcare marketers the best of both worlds: privacy protection and performance optimization, without compromise.

-  **Stay secure and compliant**  
Freshpaint strips sensitive patient data before sending it to Viant, helping you meet HIPAA requirements with no extra hassle.
-  **Unlock accurate conversion tracking**  
Measure real campaign performance with privacy-safe click-through and view-through conversions — enabling smarter optimization.
-  **Drive smarter targeting and ROI**  
With clean, compliant lower-funnel data from Freshpaint, Viant can refine audience segmentation, improve bidding strategies, and boost return on ad spend.
-  **Focus on growth, not risk**  
Freshpaint handles the complexity of data privacy so Viant can focus on what they do best — running high-impact campaigns that reach the right patients and drive measurable results.



## How It Works

**1**

### Remove & Collect

Marketers replace risky onsite web trackers with Freshpaint's secure infrastructure to control what's collected and shared.

**2**

### Integrate

Freshpaint enables a direct, server-side connection with Viant, creating a privacy-safe foundation for campaign activation.

**3**

### Configure

You define the marketing events and attributes that drive your campaign goals — Freshpaint makes it easy, all within a HIPAA-conscious framework.

**4**

### Activate

Freshpaint strips health information and sends only compliant data to Viant—so you can launch smarter, privacy-safe campaigns (and impress your boss).

**Let's get started!**

Contact your Freshpaint or Viant representative today to see how we can help you *do more, with less.*

[Learn More](#) 