

PurpleLab Wins the 'Cross-Channel Measurement Platform of the Year' MarTech Breakthrough Award

PurpleLab has been recognized for leading innovation in healthcare marketing measurement, reshaping how brands engage, convert, and grow.

NEW YORK, NY, UNITED STATES, August 6, 2026 /EINPresswire.com/ --

[PurpleLab®](https://www.purplelab.com), a leading provider of real-world healthcare data and analytics, today announced its recognition as the "Cross-Channel Measurement Platform of the Year" by the MarTech Breakthrough Awards. Now in its ninth year, the awards program tracks innovation across the global marketing, sales, and advertising technology industry.

A trailblazer in campaign measurement and niche audience targeting, PurpleLab connects real-world clinical intelligence to every stage of the advertising lifecycle. Its HealthNexus platform is powered by more than 14 billion annual medical and pharmacy claims, data on 3M+ healthcare

providers, and coverage of 330M+ U.S. patient lives. This validated, longitudinal clinical intelligence reflects real prescribing behavior, treatment pathways, and outcomes. PurpleLab translates these signals into actionable audiences and performance insights to help healthcare marketers reach patients and inform them of the best treatment options for their care.

"We're thrilled to be recognized and proud of what the PurpleLab team has built," said Kyle Armstrong, VP, Platform and Publisher Partnerships for PurpleLab. "Our focus has always been



on helping healthcare marketers understand the real impact of their campaigns through clinical data and outcomes for better activation. That's why we've continued to invest in technology that gives our clients a clearer view of audience quality, patient engagement, and campaign performance. It's rewarding to see our approach making a meaningful difference for our customers daily, and to know we're ultimately working towards connecting patients with the care they need."

Using PurpleLab's proprietary technology, marketers can track campaigns beyond engagement, and instead focus on verified patient impact, treatment starts, and provider visits. Its self-service measurement suite allows users to ingest exposure data, analyze outcomes, and generate custom reports independently, accelerating insights and giving teams more control over optimization in-flight for more effective budgeting.

Beyond measurement, PurpleLab activates audiences across the full media ecosystem, including programmatic, CTV, linear TV, social, and audio. Integrations with partners enable real-time optimization through tools like Auto Allocate, while other collaborations deliver predictive audience segmentation rooted in clinical data. PurpleLab's recently launched Eligibility Alerts solution delivers 4–7 days of pre-visit intelligence, providing marketers with a critical window to engage targets when key decisions occur.

"PurpleLab anchors every capability in real-world health data and foundational privacy. Healthcare advertising is complex and full of consequential challenges. Most generalized solutions only solve half the problem, with many relying on proxies like clicks or impressions instead of real-world health data and outcomes," said Steve Johansson, Managing Director at MarTech Breakthrough. "PurpleLab doesn't just optimize media performance, it connects marketing investment directly to patient outcomes, enabling smarter, faster, and more meaningful impact across the healthcare ecosystem."

All methodologies are compliant with HIPAA, Interactive Advertising Bureau (IAB), and Network Advertising Initiative (NAI) standards. Through its partnership with Decentriq, PurpleLab has also introduced the first scalable social media measurement solution for healthcare using confidential computing and clean room technology.

For nearly a decade, the MarTech Breakthrough Awards have served as the definitive benchmark for innovation across the global marketing, sales and advertising technology industry. The program recognizes standout companies and solutions spanning the full MarTech stack, from marketing automation and customer experience to AdTech, SalesTech, RevOps, performance marketing, content marketing and beyond. The 2026 program drew thousands of nominations from more than 15 countries, reflecting the scale and pace of transformation reshaping the industry.

About PurpleLab

PurpleLab® is a health-tech company driven by one clear philosophy: outcomes matter most. As your trusted partner for real-world data, we help organizations drive decisive action based on precise insights – with the ultimate goal of giving everyone a fighting chance at the best possible health outcome.

About MarTech Breakthrough

Part of Tech Breakthrough, a leading market intelligence and recognition platform for global technology innovation and leadership, the MarTech Breakthrough Awards program is devoted to honoring excellence in marketing, ad and sales technology companies, products and people. The MarTech Breakthrough Awards provide a platform for public recognition around the achievements of breakthrough marketing technology companies and products in categories including marketing automation, AdTech, SalesTech, marketing analytics, performance marketing, CRM, content and social marketing, website, SEM, mobile marketing and more. For more information, visit [MarTechBreakthrough.com](https://www.MarTechBreakthrough.com).

Emilie King
PurpleLab
press@purplelab.com

This press release can be viewed online at: <https://www.einpresswire.com/article/931666155>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.