

Top 3 Drugstore Chain Drives 2X Incremental Sales with Kinsa Insights™

vs. next-highest performing campaign

The Challenge

The timing and intensity of illness season varies by year, geography and symptom severity, creating difficulty for marketers of illness products to accurately predict “when” and “where” to target their media for maximum sales lift and return on ad spend (ROAS). A top 3 drugstore chain and its agency partner sought to increase incremental sales and margin for Upper Respiratory (UR) products by targeting their programmatic media campaigns when and where consumers were more likely to make a purchase.

The Solution

The retailer integrated Kinsa Insights’ real-time illness data into their programmatic campaigns on The Trade Desk to target personalized, symptom-specific ads where and when symptoms like cough, sore throat, and stuffy nose were trending. By using Kinsa Insights’ media optimization solution to identify locations where individual symptoms were rising at a high rate, **the customer drove 2X greater incremental sales and margin lift vs. their next highest-performing campaign** (which did not use Kinsa Insights).

 **2X**

greater incremental sales lift and margin performance
vs. campaigns not using Kinsa

“The integration of Kinsa Insights’ media targeting solution has had a significant impact on the effectiveness of our marketing. We’re seeing a real benefit from the ability to serve symptom-specific creative to consumers based on where and when they are affected by illness.”

-Customer Front of Store Marketing Strategist

Symptom-specific ads

