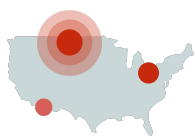# Target consumers **where** and **when** they need your illness-related products, **before** they make their purchase decisions

Geos with High or Trending prevalence of cough, cold, flu and allergies show highest purchase intent & sales opportunity

What makes Kinsa's segments unique?

- Data from millions of households across country via Kinsa health guidance app
- All user data is aggregated & anonymized - no PII
- 200k symptom inputs per day, collected at symptom onset

Our media targeting solutions provide:
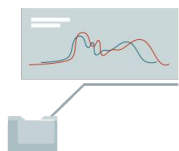
- Symptom data 2 weeks earlier than the CDC & other traditional illness data sources
- 30 real-time illness & symptom signals

Easy to activate

- Use Kinsa Insights for omni-channel campaigns and in all major DSPs, Social, & TV platforms

Kinsa Insights + LiveRamp

Kinsa Insights is the earliest and most accurate indicator of where and when shoppers will be sick, by symptom, at the DMA level. It provides localized, predictive, and real-time symptom signals that help illness-relief brands and retailers target ready-to-buy shoppers.

Combining Kinsa's geo-targeting with LiveRamp's unique identifier data enables marketers and agencies to target the right message, to the right audience, at the right time to drive incremental sales and improve return-on-ad-spend (ROAS).

Choose the right off-the-shelf segment type for your specific product & objective

Illness

- Cold, Cough & Flu (CCF) - Adult & Peds
- Influenza-like Illness (ILI) - Adult & Peds
- Allergy

Symptoms

- Fever- Adult & Peds
- Cough
- Nasal (Runny + Stuffy Nose)
- Sore Throat
- Diarrhea
- Headache
- Earache
- Stomachache

Geo-specificity

- ZIP Code
- County
- DMA

Example results

27% sales lift increase compared to campaigns that didn't use Kinsa Insights

4:1 improvement on return on ad spend (**ROAS**)

274% increase in ad engagement compared to customer benchmark

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