Mucinex® 12-Hour increases traffic 274% using hyper-local illness insights

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 ROAS. Mucinex, a leading cough, cold, and flu brand, sought to increase traffic and reach through their digital media placements on Facebook to ultimately drive sales to symptom-relief-seeking customers.

The Solution

Mucinex integrated Kinsa Insights' real-time illness segments into their Facebook campaigns for Mucinex 12 Hour to target specific DMAs **where more people were coughing and coughs were spreading rapidly**. By identifying these locations where coughs were increasing at a high rate, Kinsa Insights' media optimization solution enabled Mucinex to drive a click-thru-rate (**CTR) 274% higher than benchmark for one campaign**, and increased another campaign's cost-per-unique reach **(CPU) efficiency by 70%**.

274%
Above benchmark on **Facebook click-thru-rate**

70%
More **efficient Facebook reach** than benchmark

"We were really impressed with the success of using hyper-local aggregated symptom data from Kinsa Insights™ to optimize our social media advertising.

Not only did our click-through rates increase by 274%, but we also had confidence that we were helping the right consumers access our symptom relief at the right time."

Carolyn Nephew
Associate Director, Consumer Engagement and Digital

> Team up with Kinsa Insights™ to increase traffic and reach for your media campaigns. Learn more at **kinsainsights.com**

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