

Leading Retailer Engages Ready-to-Buy Allergy Sufferers with Kinsa Insights' **Allergy Media Targeting**

The Challenge

The timing and intensity of allergy season varies by year, geography and symptom severity, making it difficult for marketers of allergy symptom relief products to accurately predict where and when to target allergy-focused campaigns. With this yearly challenge in mind, a leading national retail chain sought to engage allergy sufferers in their digital media campaigns to drive sales of its allergy relief products.

The Solution

The retailer leveraged Kinsa Insights' media targeting solution, powered by Kinsa' allergy symptom signal, to target consumers where and when they were suffering from allergy symptoms – regardless of pollen count levels. Analysis found that Kinsa's allergy signal yielded **.93 correlation with allergy product sales**, meaning that said signal was a strong indicator of where and when consumers were purchasing allergy symptom relief products.

By identifying and recommending DMAs (Designated Market Areas) where allergy symptoms were very high, Kinsa's allergy media targeting solution enabled the retailer to drive a 16% higher click-thru-rate (CTR) vs non-recommended DMAs.



.93

Allergy symptom signal correlation to retailer's allergy product sales



16%

Improvement in engagement (CTR) when targeting Kinsa-recommended "high allergy" areas

Why Kinsa Insights for Allergy Targeting?

- **Accurate:** Kinsa Insights tells you exactly where and when consumers are suffering from allergy symptoms that matter to you (nasal + eye), not just where pollen levels are high or low.
- **Comprehensive:** Kinsa receives 200k symptom inputs per day from millions of households across the country through its health guidance app.
- **Earlier:** Data is collected at symptom onset – not lagged days or weeks like healthcare data – enabling you to target ready-to-buy consumers before the purchase decision.
- **Compliant:** All data is aggregated and anonymized - no PII

Activate Kinsa Insights across our DSP & Platform partners

 theTradeDesk

/LiveRamp

 amazon advertising

 Meta

 Google Display & Video 360