

Kinsa Insights™ and The Trade Desk

The Earliest and Most Accurate Predictor of Illness-Based Purchase Intent

The Challenge:

Illness has never been more unpredictable - making it impossible to predict timing, severity and location of seasonal illness. This has made it challenging for digital marketers looking to plan and optimize media spend for illness-based brands/retailers.

The Solution:

Kinsa Insights is the earliest and most accurate predictor of the “when” and “where” for illness-based purchase intent. It provides localized, predictive, and real-time illness signals allowing brands and retailers to plan and optimize their media campaigns and budget up to 20-weeks in advance.

Brands and their agencies leverage Kinsa’s geo-targeted illness insights to:

- Optimize campaign spend to increase ads in areas where illness levels are severe, and decrease spend in areas where it isn’t.
- Enable dynamic creative optimization (DCO) based on illness levels & signals to make sure the right customer is seeing the right message at the right time.
- Execute campaigns that increase brand awareness and grow purchase intent ahead of illness-based demand.

About Kinsa’s Data

Our proprietary network of over 5-million users provides insight at the first sign of illness - weeks earlier than the Centers of Disease Control/ILI network and other claims based data sources. Our five-year historical data base provides predictability into illness and symptom trends at the DMA, county, and store-level up to 20 weeks in advance.



55% increase in
digital ad engagement



27% incr. sales lift
compared to campaigns that
didn’t use Kinsa’s Insights



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

