

Kinsa Insights™ for Media Optimization

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

The Challenge:

Illness is unpredictable. Health and illness brands are unable to forecast the needs of cold and flu season - making it impossible to quickly and efficiently optimize media campaigns and understand consumer purchase-intent.

The Solution:

Kinsa Insights lets you know when and where your most primed-to-buy customers are with our real-time illness signals. Our proprietary dataset detects & predicts illness at a local level, enabling Brand Marketers, Analysts, Agencies and Retailers to direct their campaigns to the right customers ahead of and in their moment of need.

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) to make sure the right customer is seeing the right message at the right time
- Plan messaging to grow brand awareness and purchase intent ahead of illness-based demand

About Kinsa's Data

Kinsa Insights' real-time aggregated data is built from a proprietary network of over 5 millions households using Kinsa smart thermometers nationwide. With Kinsa Thermometers in households and schools, we're able to collect and aggregate data at the first sign of illness - weeks earlier than the Centers for Disease Control's ILINet and other claims based data sources.



55% increase in
digital ad engagement



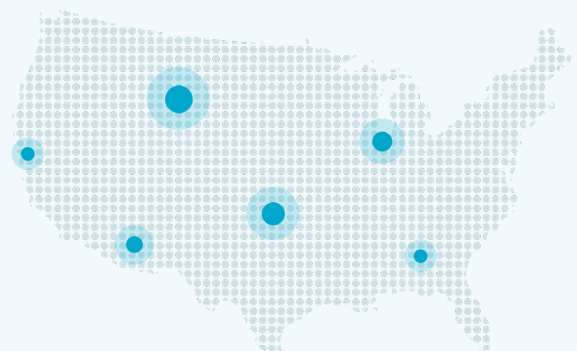
27% incr. sales lift
compared to campaigns that
didn't use Kinsa's Insights



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



CPM pricing model
allows you to pay for what
you use



Learn How Kinsa Insights Can Help Optimize Your Media Targeting Campaigns. Contact insights@kinsahealth.com