

Mucinex Uses Kinsa Insights' Illness-Based Media Optimization Solution to Increase Sales

The Challenge:

It has traditionally been impossible to predict the timing, severity, and location of seasonal illness, creating a unique challenge for digital marketers looking to plan and optimize media spend for illness-based brands. To drive business results, Mucinex, a leading cough, cold, and flu brand, sought to effectively identify where and when illness was rising to accurately target and optimize their media campaigns and maximize return on ad spend.

The Solution:

Mucinex used Kinsa's Illness-Based Media Optimization Solution to target digital advertising to geographies Kinsa predicted would see a rise in illness. Kinsa's solution leverages proprietary geographically-precise insights on where and when illness is rising and is forecast to spread, enabling highly relevant targeting for illness-related brands. Mucinex ran targeted YouTube video ads to new and returning users in areas of rising illness, resulting in increased brand awareness and sales from new consumers.



81% increase in incremental sales for new-to-brand consumers using Kinsa's Illness Based Media Optimization Solution

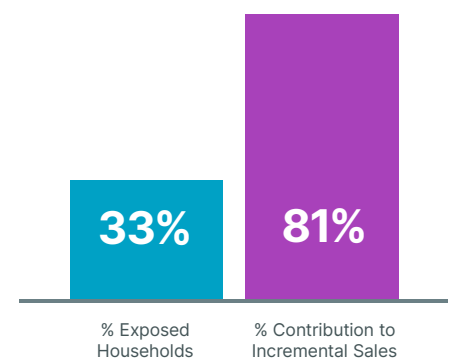


229% sales lift (incremental) by Kinsa target group than buyers in other target groups



Kinsa's target group drove 81% of sales (incremental), despite only 1/3 of impressions shown

Total Impressions Compared to Total Sales



Mucinex

