

MiQ uses Kinsa Insights' hyper-local illness data to increase in-store sales for a national drug retailer.

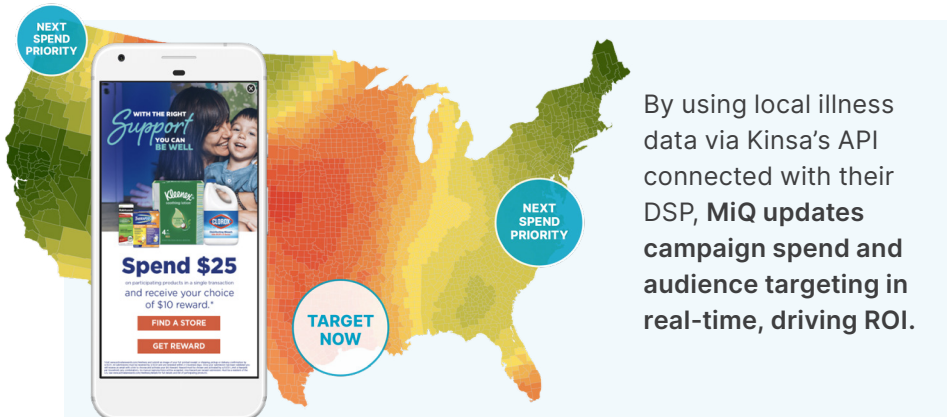
Media Targeting Client: MiQ, Programmatic Media Partner

The Challenge:

Existing illness data used in media targeting is delayed, costly, and limited in geographic accuracy. For retailers targeting ad campaigns to areas of rising illness, this data results in inefficient and ineffective spend, and low ROI. Retailers need a unique way to promote products that are directly impacted by illness.

The Solution:

Kinsa Insights delivers real-time, hyper-local, aggregated illness data to pinpoint precisely where and when illness is spreading. MiQ leverages this innovative solution to target retail store locations where community illness is on the rise.



By using local illness data via Kinsa's API connected with their DSP, MiQ updates campaign spend and audience targeting in real-time, driving ROI.

About Kinsa:

Kinsa Insights' real-time aggregated data is built from a proprietary network of millions of households using Kinsa smart thermometers nationwide. This dataset is weeks earlier than the Centers for Disease Control's ILINet and gives brands the insights they need to:

- Optimize budgets around campaigns that drive results with *real-time* insights
- Improve media targeting to consumers that need their products the most with *hyper-local* targeting
- Quickly adjust in-market messaging based on current and *predictive* illness trends



A campaign ROAS of \$3.25 per \$1 spent



An 8.3% sales lift in featured products



A 7.5% sales lift in halo products

Incremental Sales Lift from Illness Signal vs Benchmarks:

