

Health & Wellness

Reach consumers in-market for products & services that improve their wellbeing

With Covid-19 taking its toll on the nation in 2020, 57% of Americans say health and wellness is their top focus area for 2021, up from the previous year*. Take advantage of this upwards trend and try our Health & Wellness segments for your next marketing campaign.



Choose from 70+ proprietary audiences, including:

- Accident Recovery
- Arthritis Sufferers
- Back Pain Sufferers
- Migraine Sufferers
- Cardiologist Seekers
- Dentist Seekers
- Dermatologist Seekers
- Optometrist Seekers
- Fitness Buffs
- Healthy Eating
- Home Workouts
- Weight Loss
- Alternative Health
- Immune Boosters
- Spa & Massage
- Yoga Enthusiasts

Or try a custom audience, ready within 72 hours. Filter by:



Age



Ethnicity



Gender



Income



Location



Presence of Children

Get started today

Built from memberships, donations, intent signals, online engagements, self-reported data, registrations, and form fills. With our Health & Wellness segments you can reach your ideal audience with ease across email, direct mail, social, CTV, OTT, mobile, gaming, audio and all digital channels.

Look for Health & Wellness in the LiveRamp Data Marketplace., Tru Optik Data Marketplace, Oracle Data Cloud, and Lotame LDX. Additionally, our Health & Wellness segments can be delivered to your favorite digital platform!

*Allianz Life.



For segment recommendations or custom audiences, contact:
203-746-6640 or hello@lbdigitaldata.com

