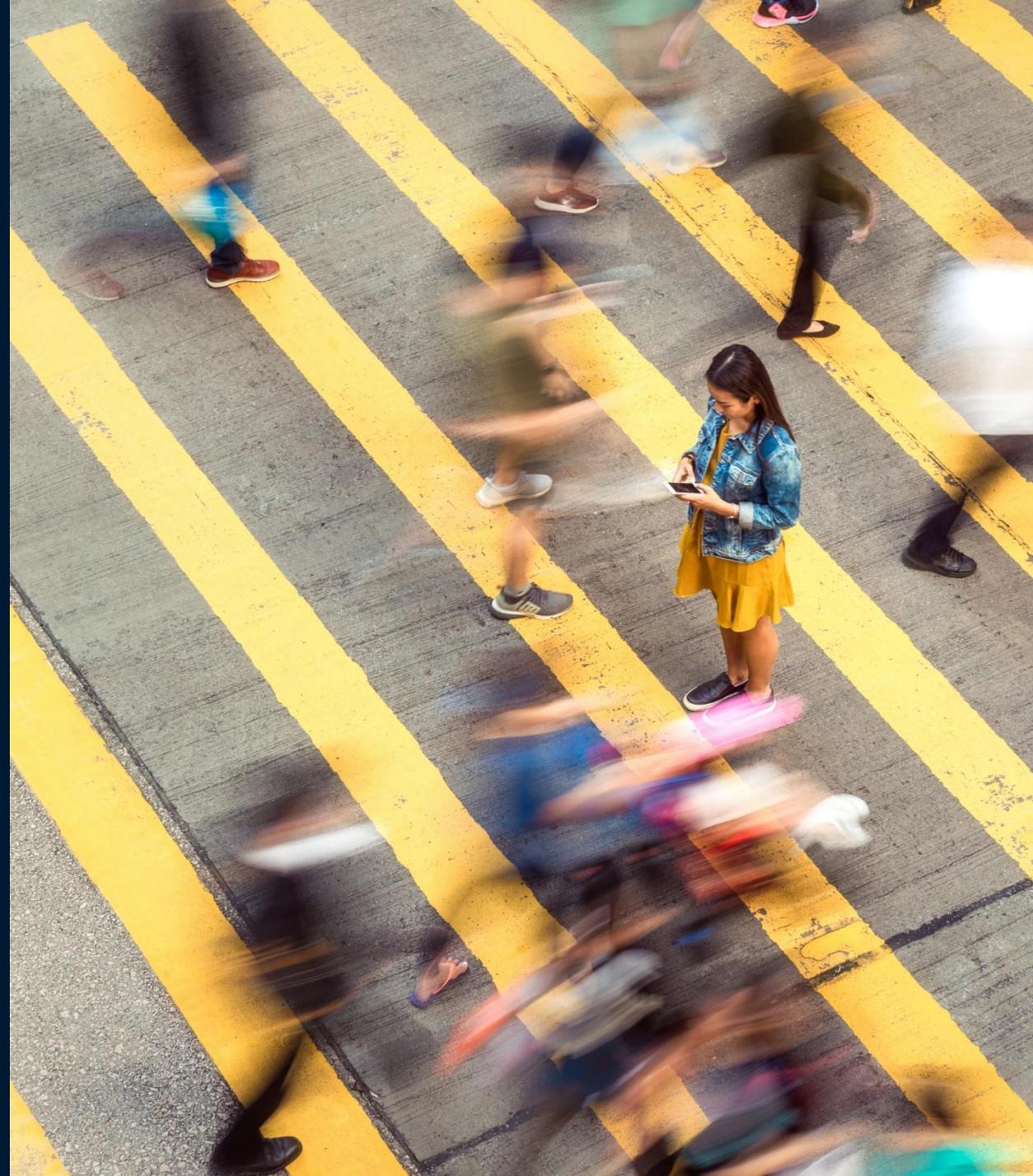**MARS** Consumer Health **Audiences**

Bridge the Gap:
Turn Your Healthcare Consumer Insights into Programmatic Action

M3 MI

MARS Consumer Health

M3 MI's
MARS Consumer Health Study

For 20+ years, it's been the industry's most comprehensive syndicated consumer health research study, used by health marketers and media buyers to understand patient groups and their health behaviors, attitudes, motivations and media usage

Our syndicated and custom addressable audiences are developed from this data

40,000
Doublebase dataset

120+
conditions, treatments, caregivers

40+
health information sources

380+
Rx and OTC brands

250+
media channels and brands

150
health attitudes, behaviors and actions taken

M3 MI

For full content, visit: **MARS Consumer Health Content**

MARS Consumer Health

100+

specific health conditions cover everything from rare diseases to common colds

Acid Reflux/GERD
Acne
ADD/ADHD
Age Related Memory Loss (moderate or severe confusion/memory problems)
Allergies/Allergic Reaction
- Food
- Grass
- Insect
- Pet
- Ragweed
- Tree Pollen

Anaphylaxis/Severe Allergy
Alopecia Areata
Anemia
Anxiety Disorder
Arthritis
- Ankylosing Spondylitis
- Osteoarthritis/Degenerative arthritis
- Psoriatic arthritis
- Rheumatoid arthritis (RA)

Asthma
Bipolar Disorder
Cancer
- Bladder/Urinary
- Breast
- Colon/Colorectal
- Head and Neck
- Kidney/Renal
- Leukemia
  - Acute (e.g., AML, ALL)
  - Chronic (e.g., CML, CLL)
- Liver
- Lung
  - Small cell lung cancer (SCLC)
  - Non-small cell lung cancer (NSCLC)
- Multiple Myeloma
- Non-Hodgkin's Lymphoma
- Ovarian
- Pancreatic
- Prostate
- Skin – Melanoma
- Skin – Non-melanoma
- Stomach
- Thyroid
- Uterine/Cervical

Cardiovascular/Heart Disease
- Acute coronary syndrome/Heart attack
- Angina/Angina pectoris
- Atrial Fibrillation (A-Fib) or Arrhythmia
- Coronary heart/artery disease
- Heart Failure

Cold/Cough/Flu
Constipation/Irregularity (more than one episode)
COPD (including Chronic Bronchitis and Emphysema)
Deep Vein Thrombosis (DVT) or Pulmonary Embolism
Depression
Prediabetes/borderline diabetes
Type 1 Diabetes
Type 2 Diabetes
Diabetic Nerve Pain
Eczema//Atopic Dermatitis
Enlarged Prostate/Benign Prostate Hyperplasia
Erectile Difficulty (more than one episode)
Eye Disease or Vision Issues
- Astigmatism
- Cataracts
- Dry Eye
- Glaucoma
- Macular degeneration
  - Dry AMD
  - Wet AMD
  - Diabetic macular edema
- Myopia

Fatty Liver Disease
Fibromyalgia
Genital Herpes
Gout
Heartburn/Indigestion
Hemophilia
Hepatitis B
Hepatitis C
Hidradenitis Suppurativa (HS)
High Cholesterol
HIV
Hyperhidrosis/Excessive Sweating
Hypertension/High Blood Pressure
Hypothyroidism/Low Thyroid Function
IBD: Crohn's Disease
IBD: Ulcerative Colitis

Irritable Bowel Syndrome (IBS)
Kidney Disease
Long Covid
Low Testosterone
Lupus
Migraine Headache
Multiple Sclerosis
Obesity
Osteopenia
Osteoporosis
Overactive Bladder
Pain
- Back
- Head
- Joint
- Muscle
- Neck
- Nerve

Parkinson's Disease
Pneumonia
Psoriasis
Restless Leg Syndrome (RLS aka Willis Ekbom Disease)
Rosacea
Schizophrenia
Seizures/Epilepsy
Shingles
Sickle cell disease
Sinus Headache/Sinus Congestion
Sleep Disorders
- Insomnia
- Narcolepsy
- Sleep Apnea

Stroke
Tardive Dyskinesia
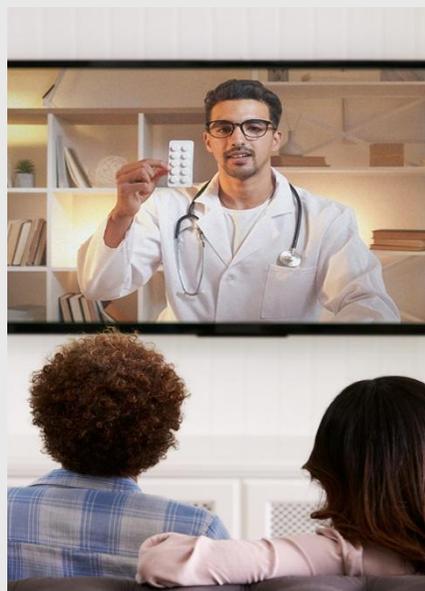**Urinary Tract Infections**
Vitiligo
Women's Health
- Birth Control
- Endometriosis
- Infertility
- Menopause Symptoms
- Menstrual Cramps/PMS
- Uterine Fibroids

Yeast Infection

M3 MI

MARS Consumer Health

100+ Conditions, severity, treatments, Rx satisfaction, 40+ info sources for health, caregiving activities

Media consumption across 300+ social networks, streaming TV and audio platforms, websites, podcasts, etc.

Health attitudes & behaviors - HCP relationship, pharma advertising, costs, online sources, etc.

Preventative health, diet, nutrition, exercise, lifestyle activities

Demographics & personal attributes, health insurance, Rx and OTC purchasing

M3 MI

MARS Consumer Health

Industry-leading methodology

How **MARS Consumer Health** data is collected in the US

1 Fieldwork
November – April

40,000 Doublebase
database delivered

2 Online panel interviews
100% opt-in,
self-reported data

**3 Bilingual
questionnaire**
(English/Spanish)

4 Data measured
- 70+ websites
- 60+ networks
- 20+ streaming services
- 55+ TV genres & sports
- 5,000+ attributes covering health & wellness behaviors, attitudes & actions

**5 Weighted to US
adult population**

6 Condition incidence
from government health studies

**7 Websites calibrated
to comScore**

8 Spring release
data delivered to clients via third-party planning software, RLD, and through Addressable Advertising Audiences

MARS Consumer Health **Audiences**

Overview

M3 MI

What makes
MARS Audiences unique?

Full data transparency, collected with privacy consent by design
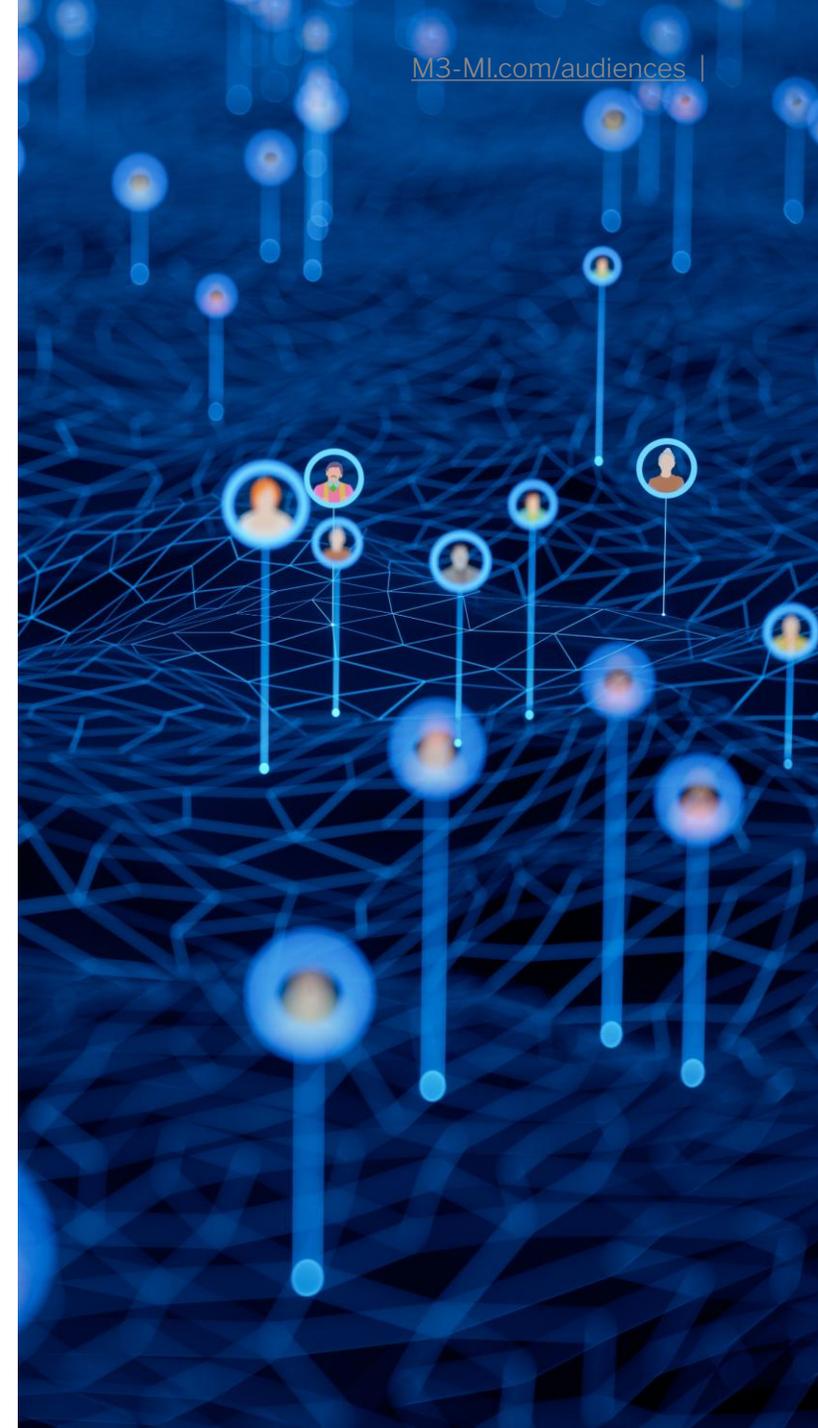
Nearly all DTC media agencies use MARS to develop their strategic targets

Healthcare audiences that go to the next level by layering preferences & behavior
we do not use medical claims data

5,000+ data points available to reach each healthcare consumers unique healthcare journey

M3 MI   **MARS** Consumer Health

Data collected with privacy and consent by design

Privacy compliant:	NAI ✓	HIPAA ✓	CCPA ✓

## Transparent first-party data from the MARS Consumer Health Study

▶ M3 MI is part of M3 Global Research which is **committed to transparency and high-quality data with ISO (International Organization for Standardization) certifications**. These certifications demonstrate that our research practices align with international regulations

▶ **100% self-reported** from the MARS study, we **do not use PII data**

▶ **100% consent-based, double-opt-in;** our panel partner's privacy policy explicitly discloses the look-alike modeling/audience creation use case

▶ **Adherence to state consumer privacy regulations**

▶ All **seed data removed from final models** to eliminate risk of re-identification

Avoid wasting your award-winning marketing strategy…

Strategy
You've done the hard work of **defining** your target **audience and tailoring the media plan** to best reach them
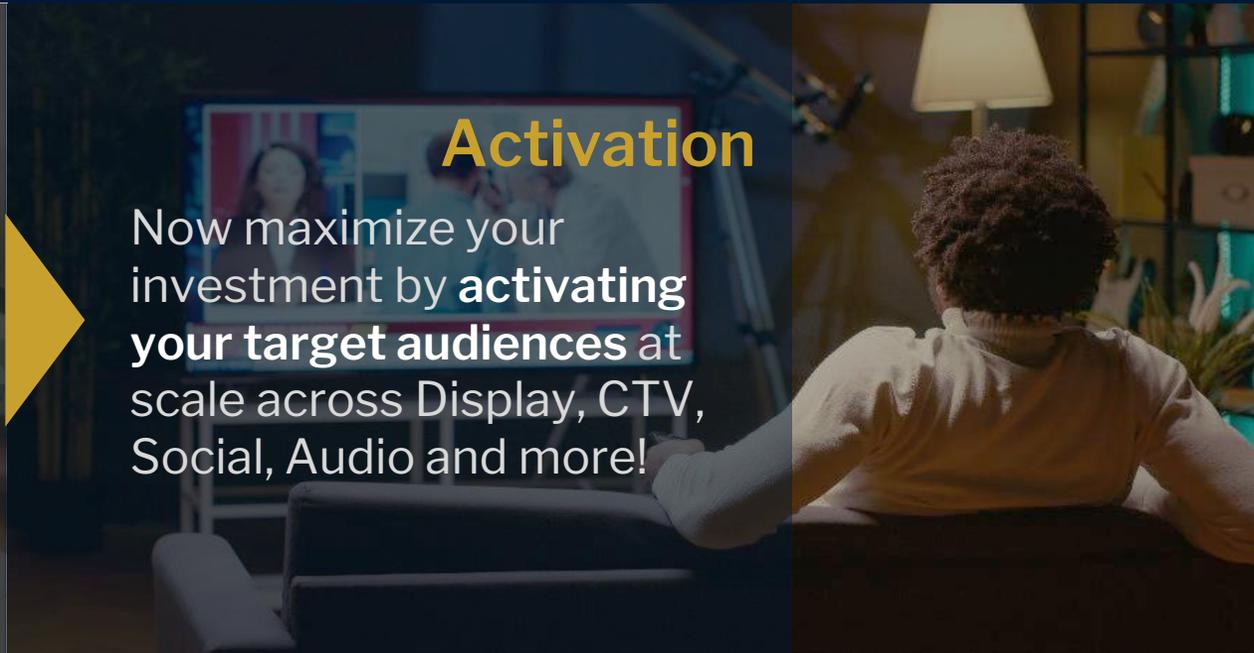
Activation
Now maximize your investment by **activating your target audiences** at scale across Display, CTV, Social, Audio and more!

…connect it to programmatic activation with MARS Audiences

While competitors may offer caregiver or health condition segments, **MARS audiences can go to the next level with preferences & behaviors**

With MARS audiences you can reach:

▶ Caregivers actively involved in medical decisions or those who regularly discuss care with physicians.

▶ For health conditions, we can add on if they're proactive in managing their health or primarily doctor-led.

Audience categories covering a consumer's unique healthcare journey

▶ **Health conditions & treatments**

▶ **Caregivers across role & conditions**

▶ **Healthy living**
(e.g., vitamins, diet, exercise)

▶ **Sports, hobbies & interests**

▶ **Insurance & Rx purchasing**

▶ **Media consumption**
(e.g., TV, social, podcasts, apps)

▶ **Health attitudes & behaviors**

▶ **Demographics & life stages**

Utilize 250+ **syndicated, pre-built audiences** or build **custom audiences** from **5,000+ data points** to best reach your brand's unique patient target – combining health behaviors and attitudes not available in claims data.

For full content, visit: MARS Consumer Health Content

NEW syndicated audiences for the needs of today's healthcare marketers

Health Conditions & Activities

- Propensity to have:
  - Fatty Liver Disease
  - Prediabetes or Borderline Diabetes
  - Tardive Dyskinesia
  - Sleep Apnea and Treat with Airway Pressure Device

- Caregiver of Family Member with Physical Disability

- Sleep Specialist Visit and Telemedicine Consideration

- Propensity to Use Early Cancer Screening Test

- Would Consider Participating in Clinical Trial

Health Related Social Influencers

- Value Health Influencers on Social Media for Health Info

- Follow Celebrity Influencer Health Posts on Social Media

- Follow Patient Influencer Health Posts on Social Media

- Share Personal Health Experiences on Social Media

Health Insurance Members

- Aetna
- Blue Cross Blue Shield
- Cigna
- Humana
- Kaiser Permanente
- United Health Care

Podcast & Streaming Music

- Heavy streaming music listeners

- Heavy podcast listeners

- Listeners of Different Types of Health Podcasts:
  - Exercise or Fitness
  - Diet or Nutrition
  - Health Conditions Treatments or Medical Topics
  - Mental Health and Well Being

Sports TV Viewers & Activities

- Pickleball Players

- TV Viewers of the following sports:
  - Men's Soccer
  - Women's Soccer
  - WNBA Basketball
  - Figure Skating
  - NFL Football
  - Esports

250+ MARS syndicated propensity audiences

Examples of condition, caregivers and health profiles include
(**Top utilized MARS audiences highlighted in bold**):

60+ Condition-Related

- **Back pain**
- **Dry eye**
- **Joint pain**
- **Obese And willing to take weight loss Rx**
- **Obese Type 2 Diabetes or Prediabetes and willing to take weight loss Rx**
- **Menopause symptoms**
- Psoriasis
- Migraines
- Eczema/Atopic dermatitis
- Crohn's disease
- Asthma
- OTC pain treatment
- Types of doctors seen (e.g., Cardiologist, Dermatologist, etc.)

20+ Caregiver Subgroups

- **Caregiver for a family member**
- **Caregiver for a spouse**
- **By various condition**
    - **(e.g. Diabetes, Depression, Chronic pain, etc.)**
- **Engaged in discussions with the doctor**
- **Involved in medical decisions**

20+ Profiles & Behaviors

- **Frequent doctor visitor**
- **Proactive patients**
- **Relationship with primary care physician is fair or poor**
- **Propensity to quit smoking**
- Open to anti-aging treatments and procedures
- Fitness fanatic

50+ Healthy Living Profiles & In-Market

- **Eat high protein foods**
- **Eat sugar free foods**
- **Not motivated to exercise**
- **Struggle with dieting**
- Diet to control blood pressure
- Eat high protein foods
- Plant based diet
- Vitamin C
- Omega 3 supplements
- CBD product
- Melatonin
- Collagen
- Workout supplements
- Vitamin and supplement supporters

250+ MARS syndicated propensity audiences

Examples of insurance, media consumption, interests and demographic audiences
(**Top utilized MARS audiences highlighted in bold**):

10+ Insurance & Rx purchasing

- **Employer or union provided health insurance**
- **Government issued health insurance for low income people or Medicaid**
- **Marketplace or exchange like Obamacare or Affordable Care Act**
- **Medicare prescription drug plan**
- **No health insurance**
- **Online pharmacy/buying Rx online**
- Willing to pay more for Rx not covered
- Use prescription savings plan
- Blue Cross Blue Shield Health Insurance Members
- Cigna Health Insurance Members

40+ Media Consumption Activities

- **Heavy social media users**
- **Heavy TV watchers**
- **Heavy podcast listener**
- **NFL football watchers**
- **College football watchers**
- **Sports live events watchers**
- Follow celebrity influencer health posts on social media
- Follow patient influencer health posts on social media
- Mens soccer watchers
- WNBA basketball watchers
- Womens soccer watchers
- Disney+
- Max or HBO Max

15+ Demographics & Life Stages

- **Gender and age**
- **Income**
- **Secondary and High School Parents**
- Unconstrained Couples
- Senior Sole Decision Makers

15+ Sports, Hobbies, & Interests

- **Fine dining or eating out**
- **Hiking**
- **Live music fans**
- **Virtual workout or fitness sessions**
- Video gamers
- Pickleball players
- Travel
- Gardening

Case Study: Driving patient-centric media strategies and activation with MARS Consumer Health

Situation

A broad non-personalized media campaign for a medical device led to **poor engagement and sales**.

The company conducted segmentation research, identifying **three patient personas**, but this research **lacked actionable media insights** on how to effectively reach them.

Solution

M3 MI mapped the existing personas onto **the MARS Consumer Health Study** to reveal each persona's unique media habits.

- The media agency **created tailored media strategies for each persona.**
- M3 MI built **custom propensity-modeled persona audiences for activation** across CTV, social, and display buys to **enhance targeting** and allow for the **delivery of personalized messaging.**

RESULTS

This strategic shift transformed the campaign from a one-size-fits-all model to a highly personalized, patient-first approach resulting in:

$ Increased ROI

↗ Stronger ad recall

👆 Higher site engagement rate

M3 MI | **MARS** Consumer Health

Expanding our audience partnerships to address changing needs of clients

Identity resolution partners:
Provide a **privacy safe, scaled national ID graph** essential for building accurate, high-coverage **propensity models**

TransUnion   claritas   experian

Marketplaces & direct distribution:
Access to **prebuilt audiences** plus **distribution of custom** audiences to your DMP/DSP

/LiveRamp   experian   TransUnion   eyeota

Contextual targeting & curated deals:
Brand safety, relevant media, cost effective, and simplified workflow

audigent
A part of experian

comscore
Coming soon

TV campaign planning:
Predictive planning & optimization of MARS audiences across linear & CTV networks

SIMULMEDIA®

Simply search for **'MARS'** to select and activate

MARS Consumer Health Audiences

2026 Syndicated Taxonomy

✉ Contact us at info@M3-MI.com with questions if an Audience is not available on your platform or a custom audience is needed

M3 MI | **MARS** Consumer Health

Quick Links By Category

Demographics
- Age and Gender
- Income

Entertainment and Media
- Music Services
- Social Media
- TV and Video Services

Finance and Insurance
- Health Insurance

Health and Wellness
- Beauty
- Caregivers
- Conditions and Treatments
- Diet and Exercise
- Health Providers and Services
- In Market
- Influencer
- Online Activities
- Outlook
- Telemedicine
- Tobacco
- Vaccinations
- Vitamins

Lifestages, Lifestyles and Events
- Lifestage

Retail
- Restaurant & Dining Out

Sports and Leisure
- Hobbies and Interests

Telecom and Electronics
- Mobile App Users

Demographics

Age and Gender	
Female Aged 18 to 34	Propensity modeled audiences who are likely to be female and age 18-34.
Female Aged 35 to 49	Propensity modeled audiences who are likely to be female and age 35-49.
Female Aged 50 to 64	Propensity modeled audiences who are likely to be female and age 50-64.
Female Aged 65 or Older	Propensity modeled audiences who are likely to be female and age 65+.
Male Aged 18 to 34	Propensity modeled audiences who are likely to be male and age 18-34.
Male Aged 35 to 49	Propensity modeled audiences who are likely to be male and age 35-49.
Male Aged 50 to 64	Propensity modeled audiences who are likely to be male and age 50-64.
Male Aged 65 or Older	Propensity modeled audiences who are likely to be male and age 65+.
Income	
Household Annual Income 100K or More	Propensity modeled audiences who are likely to have $100K or more annual household income.
Household Annual Income 250K or More	Propensity modeled audiences who are likely to have $250K or more annual household income.

M3 MI   **MARS** Consumer Health

Entertainment and Media

Music Services	
Heavy Podcast Listeners	Propensity modeled audiences who are likely to be heavy podcast listeners (Top 1/Highest Quintile of Podcast Quintiles).
Heavy Streaming Music Listeners	Propensity modeled audiences who are likely to be heavy streaming music listeners (Top 1/Highest Quintile of Streaming Music Listening Quintiles).
Listen to Podcasts About Diet or Nutrition	Propensity modeled audiences who are likely to have listened to podcasts about diet/nutrition in the last 6 months.
Listen to Podcasts About Exercise or Fitness	Propensity modeled audiences who are likely to have listened to podcasts about exercise/fitness in the last 6 months.
Listen to Podcasts About Health Conditions Treatments or Medical Topics	Propensity modeled audiences who are likely to have listened to podcasts about health conditions, treatments or other medical topics in the last 6 months.
Listen to Podcasts About Mental Health and Well Being	Propensity modeled audiences who are likely to have listened to podcasts about mental health/well-being in the last 6 months.

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Entertainment and Media (cont.)

Social Media	
Follow Celebrity Influencer Health Posts on Social Media	Propensity modeled audiences who are likely to have followed or looked at health-related posts by celebrity influencers/advocates on social media in the last 30 days.
Follow Patient Influencer Health Posts on Social Media	Propensity modeled audiences who are likely to have followed or looked at health-related posts by patient influencers/advocates on social media in the last 30 days.
Heavy Social Media Users	Propensity modeled audiences who are likely to be heavy social media users (Top 1/Highest Quintile of Internet on Social Media Quintiles).
Share Personal Health Experiences on Social Media	Propensity modeled audiences who are likely to have shared their own experiences with conditions/medications/treatments on social media in the last 30 days.
Value Health Influencers on Social Media for Health Information	Propensity modeled audiences who are likely to value (very much) health influencers/advocates on social media as sources of health information.

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Entertainment and Media (cont.)

TV and Video Services	
Amazon Prime Video Users	Propensity modeled audiences who are likely to have used Amazon Prime Video streaming service or app in the last month.
Auto racing or NASCAR Watchers	Propensity modeled audiences who are likely to have regularly watched Auto racing - NASCAR on television during the last season.
Celebrity News or Gossip and Entertainment Show Watchers	Propensity modeled audiences who are likely to have watched News - Celebrity Gossip/Entertainment TV programs in the last 7 days.
College Football Watchers	Propensity modeled audiences who are likely to have regularly watched College Football on television during the last season.
Cooking Show Watchers	Propensity modeled audiences who are likely to have watched Cooking TV programs in the last 7 days.
Disney Plus	Propensity modeled audiences who are likely to have used Disney+ streaming service or app in the last month.
Esports Watchers	Propensity modeled audiences who are likely to have regularly watched Esports (e.g., League of Legends, Fortnight) during the last season.
Faith based or Religious Programming Watchers	Propensity modeled audiences who are likely to have watched Faith-based/Religious TV programs in the last 7 days.
Figure Skating Watchers	Propensity modeled audiences who are likely to have regularly watched figure skating on television during the last season.
Financial News Programming Watchers	Propensity modeled audiences who are likely to have watched Financial News TV programs in the last 7 days.

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Entertainment and Media (cont.)

TV and Video Services, cont.	
Golf Watchers	Propensity modeled audiences who are likely to have regularly watched Golf on television during the last season.
Heavy TV Watchers	Propensity modeled audiences who are likely to spend more than 8 hours per day watching TV.
Hulu	Propensity modeled audiences who are likely to have used Hulu streaming service or app in the last month.
Make Appointment to See Doctor after Seeing Healthcare Ads on TV	Propensity modeled audiences who are likely to make an appointment to see a doctor after seeing healthcare ads on TV.
Max or HBO Max	Propensity modeled audiences who are likely to have used Max (HBO/HBO Max) streaming service or app in the last month.
Mens Soccer Watchers	Propensity modeled audiences who are likely to have regularly watched men's soccer on television during the last season.
MLB Baseball Watchers	Propensity modeled audiences who are likely to have regularly watched MLB Baseball on television during the last season.
NBA Basketball Watchers	Propensity modeled audiences who are likely to have regularly watched NBA Basketball on television during the last season.
NFL Football Watchers	Propensity modeled audiences who are likely to have regularly watched NFL football on television during the last season.
Paramount Plus	Propensity modeled audiences who are likely to have used Paramount+ streaming service or app in the last month.

Entertainment and Media (cont.)

TV and Video Services, cont.	
Reality Show Watchers	Propensity modeled audiences who are likely to have watched any Reality TV programs in the last 7 days.
Refill Prescription after Seeing Healthcare Ads on TV	Propensity modeled audiences who are likely to refill a prescription after seeing healthcare ads on TV.
Spanish Language Programming Watchers	Propensity modeled audiences who are likely to have watched Spanish Language TV programs in the last 7 days.
Sports Live Events Watchers	Propensity modeled audiences who are likely to have watched Sports Event (e.g., Monday Night Football) TV programs in the last 7 days.
Sports Non Live Events Watchers	Propensity modeled audiences who are likely to have watched Sports -Non Live Event (e.g., Sports Center) TV programs in the last 7 days.
Suspense or Thriller Show Watchers	Propensity modeled audiences who are likely to have watched Suspense or Thriller programs in the last 7 days.
Tennis Watchers	Propensity modeled audiences who are likely to have regularly watched Tennis on television during the last season.
WNBA Basketball Watchers	Propensity modeled audiences who are likely to have regularly watched WNBA basketball on television during the last season.
Womens Soccer Watchers	Propensity modeled audiences who are likely to have regularly watched women's soccer on television during the last season.

Finance and Insurance

Health Insurance	
Aetna Health Insurance Members	Propensity modeled audiences who are likely to have Aetna as their health insurance carrier.
Blue Cross Blue Shield Health Insurance Members	Propensity modeled audiences who are likely to have Blue Cross/Blue Shield as their health insurance carrier.
Cigna Health Insurance Members	Propensity modeled audiences who are likely to have Cigna as their health insurance carrier.
Employer or Union Provided Health Insurance	Propensity modeled audiences who are likely to have a health insurance through employer or union provided (their own or through a family member).
Government Issued Health Insurance for Low Income People or Medicaid	Propensity modeled audiences who are likely to have a government issued health insurance for low income people (Medicaid).
Humana Health Insurance Members	Propensity modeled audiences who are likely to have Humana as their health insurance carrier.
Kaiser Permanente Health Insurance Members	Propensity modeled audiences who are likely to have Kaiser Permanente as their health insurance carrier.

M3 MI   MARS Consumer Health

Finance and Insurance (cont.)

Health Insurance, cont.	
Marketplace or Exchange like Obamacare or Affordable Care Act	Propensity modeled audiences who are likely to have a health insurance through health insurance marketplace/exchange (ACA, "Obamacare").
Medicare Prescription Drug Plan	Propensity modeled audiences who are likely to pay for prescription drugs using Medicare Prescription Drug Plan (Part D).
No Health Insurance	Propensity modeled audiences who are likely to not have health insurance.
Prescription Savings Plan	Propensity modeled audiences who are likely to have purchased Rx drugs using a prescription savings plan or card that they use at in-network or major pharmacies.
Private or Selfpay Health Insurance	Propensity modeled audiences who are likely to have private (self-pay) insurance.
United Health Care Health Insurance Members	Propensity modeled audiences who are likely to have United Health Care as their health insurance carrier.

M3 MI   **MARS** Consumer Health

Health and Wellness

Beauty	
Cosmetic Surgery Inclined	Propensity modeled audiences who are likely to consider cosmetic surgery for themselves now or in the future.
Open to Anti Aging Treatments or Procedures like Botox or Peels	Propensity modeled audiences who are likely to consider non-surgical treatments/procedures (e.g., Botox, peels, CoolSculpting).

M3 MI   **MARS** Consumer Health

Health and Wellness (cont.)

Caregivers	
Caregiver for a Parent	Propensity modeled audiences who are likely to provide caregiver support for a parent.
Caregiver for a Spouse	Propensity modeled audiences who are likely to provide caregiver support for their spouse.
Caregiver for a Family Member	Propensity modeled audiences who are likely to provide caregiver support for a family member.
Caregiver for Family Member with Age Related Memory Loss	Propensity modeled audiences who are likely to provide caregiver support to a family member with Age Related Memory Loss.
Caregiver for Family Member with Asthma	Propensity modeled audiences who are likely to provide caregiver support to a family member with Asthma.
Caregiver for Family Member with Autism	Propensity modeled audiences who are likely to provide caregiver support to a family member with Autism.
Caregiver for Family Member with Bipolar Disorder	Propensity modeled audiences who are likely to provide caregiver support to a family member with Bipolar Disorder.
Caregiver for Family Member with Cardiovascular Disease	Propensity modeled audiences who are likely to provide caregiver support to a family member with High Blood Pressure, High Cholesterol or Heart Disease.
Caregiver for Family Member with Chronic Pain	Propensity modeled audiences who are likely to provide caregiver support to a family member with Chronic Pain.
Caregiver for Family Member with COPD or Chronic Bronchitis or Emphysema	Propensity modeled audiences who are likely to provide caregiver support to a family member with COPD (Including Chronic Bronchitis and Emphysema).

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Health and Wellness (cont.)

Caregivers, cont.	
Caregiver of Family Member with Cancer	Propensity modeled audiences who are likely to be caregivers for an immediate family member with cancer.
Caregiver of Family Member with Physical Disability	Propensity modeled audiences who are likely to provide caregiver support to a family member with a physical disability (e.g., vision impairment, hearing loss, mobility impairment, chronic pain or fatigue, etc.).
Caregiver for Family Member with Depression	Propensity modeled audiences who are likely to provide caregiver support to a family member with Depression.
Caregiver for Family Member with Diabetes	Propensity modeled audiences who are likely to provide caregiver support to a family member with Diabetes.
Caregiver for Family Member with Schizophrenia	Propensity modeled audiences who are likely to provide caregiver support to a family member with Schizophrenia.
Caregiver for Family Member with Seizures or Epilepsy	Propensity modeled audiences who are likely to provide caregiver support to a family member with Seizures or Epilepsy.
Caregiver of Adult Family Member Aged 65 or Older	Propensity modeled audiences who are likely to provide caregiver support to a family member who is 65 years or older.

Health and Wellness (cont.)

Caregivers, cont.	
Caregiver Very Involved in Medical Decisions	Propensity modeled audiences who are likely to be very involved in discussions about medical choices or treatment decisions for any person they provide caregiver support for.
Caregiver Who Discusses Treatments With Doctors	Propensity modeled audiences who are likely to discuss conditions or treatments with a doctor as a caregiver function for any family member with a medical condition.
Middle Aged Caregiver for Family Member with Diabetes	Propensity modeled audiences who are likely to be age 45-64 and provide caregiver support for a family member with Diabetes.
Caregiver of Family Member with a Neurological or Mental Disorder	Propensity modeled audiences who are likely to be caregivers for an immediate family member with a neurological or mental disorder such as Alzheimers/Dementia, Bipolar Disorder, Depression, or Schizophrenia.

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Health and Wellness (cont.)

Conditions and Treatments	
Acid Reflux or GERD Propensity	Propensity modeled audiences who are likely to have Acid Reflux/GERD.
Age Related Memory Loss Propensity	Propensity modeled audiences who are likely to have Age Related Memory Loss.
Allergies from Pet Propensity	Propensity modeled audiences who are likely to have pet allergies.
Alopecia Areata Propensity	Propensity modeled audiences who are likely to have Alopecia Areata.
Anxiety Disorder Propensity	Propensity modeled audiences who are likely to have an Anxiety Disorder (including GAD, OCD, phobias, PTSD, SAD).
Atrial Fibrillation or Afib Propensity	Propensity modeled audiences who are likely to have Atrial Fibrillation or AFib.
Back Pain Propensity	Propensity modeled audiences who are likely to have back pain.
Cataracts Propensity	Propensity modeled audiences who are likely to have Cataracts.
Chronic Constipation Propensity	Propensity modeled audiences who are likely to have Chronic Constipation (fewer than three bowel movements a week, persisting for several weeks or longer).
Chronic Migraine Headache Propensity	Propensity modeled audiences who are likely to have Chronic Migraine headaches (occur 15+ days in a month, with headaches lasting at least 4 hours).
Crohns Disease or Ulcerative Colitis Propensity	Propensity modeled audiences who are likely to have Crohn's Disease or Ulcerative colitis.
Diabetic Nerve Pain Propensity	Propensity modeled audiences who are likely to have diabetic nerve pain.
Dry Eye Propensity	Propensity modeled audiences who are likely to have Dry Eye.

M3 MI   **MARS** Consumer Health

Health and Wellness (cont.)

Conditions and Treatments, cont.	
Eczema or Atopic Dermatitis Propensity	Propensity modeled audiences who are likely to have Eczema or Atopic Dermatitis.
Eczema or Atopic Dermatitis Propensity And Not Currently Treating With Rx	Propensity modeled audiences who are likely to have Eczema/Atopic Dermatitis and are not currently treating with Rx.
Endometriosis Propensity	Propensity modeled audiences who are likely to have Endometriosis in the last 12 months.
Fatty Liver Disease Propensity	Propensity modeled audiences who are likely to have Fatty Liver Disease.
High Blood Pressure Propensity	Propensity modeled audiences who are likely to have hypertension/high blood pressure.
High Cholesterol Propensity	Propensity modeled audiences who are likely to have High Cholesterol.
Hypothyroidism Propensity	Propensity modeled audiences who are likely to have Hypothyroidism.
Irritable Bowel Syndrome or IBS Propensity	Propensity modeled audiences who are likely to have Irritable Bowel Syndrome (IBS).
Joint Pain Propensity	Propensity modeled audiences who are likely to have joint pain.
Kidney Disease Propensity	Propensity modeled audiences who are likely to have Kidney Disease.
Medical Marijuana or Medical CBD Treatment Consideration Propensity	Propensity modeled audiences who would consider using Medical Marijuana or Medical CBD as a treatment option if legally available or recommended by their doctor.
Medical Marijuana Treatment Consideration Propensity	Propensity modeled audiences who would consider using Medical Marijuana as a treatment option if legally available or recommended by their doctor.
Menopause Symptoms Propensity	Propensity modeled audiences who are likely to experience any Menopause Symptoms.

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Health and Wellness (cont.)

Conditions and Treatments, cont.	
Migraine Headache Propensity	Propensity modeled audiences who are likely to have Migraine Headaches.
Moderate to Severe Acid Reflux or GERD Propensity	Propensity modeled audiences who are likely to have moderate to severe Acid Reflux/GERD.
Moderate to Severe Asthma Propensity	Propensity modeled audiences who are likely to have moderate/severe Asthma.
Moderate to Severe Eczema or Atopic Dermatitis Propensity	Propensity modeled audiences who are likely to have moderate to severe Eczema/Atopic Dermatitis.
Moderate to Severe Irritable Bowel Syndrome IBS Propensity	Propensity modeled audiences who are likely to have moderate to severe Irritable Bowel Syndrome (IBS).
Moderate to Severe Ulcerative Colitis Propensity	Propensity modeled audiences who are likely to have moderate to severe Ulcerative Colitis.
Multiple Sclerosis Propensity	Propensity modeled audiences who are likely to have Multiple Sclerosis.
Obese Propensity And Willing To Take Weight Loss Rx	Propensity modeled audiences who are likely to be obese and are willing to take weight loss Rx.
Obese Type 2 Diabetes or Prediabetes Propensity And Willing To Take Weight Loss Rx	Propensity modeled audiences who are likely to be obese AND have Type 2 Diabetes or prediabetes AND are willing to take weight loss Rx.
Osteoarthritis Propensity	Propensity modeled audiences who are likely to have Osteoarthritis.
OTC Adult Acne Treatment Propensity	Propensity modeled audiences who are likely to use non-prescription products to treat Adult Acne.
OTC Allergy Treatment Propensity	Propensity modeled audiences who are likely to use non-prescription products to treat Allergies.
OTC Eczema or Atopic Dermatitis Treatment Propensity	Propensity modeled audiences who are likely to use non-prescription products to treat Eczema or Autoptic Dermatitis
OTC Menstrual Cramps or PMS Treatment Propensity	Propensity modeled audiences who are likely to use non-prescription products to treat Menstrual cramps/PMS.

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Health and Wellness (cont.)

Conditions and Treatments, cont.	
OTC Muscle Pain Treatment Propensity	Propensity modeled audiences who are likely to use non-prescription products to treat Muscle Pain.
OTC Pain Treatment Propensity	Propensity modeled audiences who are likely to use non-prescription products to treat Pain.
Pain Interferes with Sleep Propensity	Propensity modeled audiences who are likely to have pain that interferes with their ability to sleep.
Prediabetes or Borderline Diabetes Propensity	Propensity modeled audiences who are likely to have Prediabetes/Borderline Diabetes.
Propensity to Use Early Cancer Screening Test	Propensity modeled audiences who are likely to have used an early cancer screening test (e.g., stool-based colorectal cancer test, lung cancer CT scan) in the last 12 months.
Psoriasis and Feel Stress Propensity	Propensity modeled audiences who are likely to have Psoriasis and feel very/somewhat stressed.
Psoriatic Arthritis Propensity	Propensity modeled audiences who are likely to have Psoriatic Arthritis.
Rx Asthma Treatment Propensity	Propensity modeled audiences who are likely to use Rx treatment for Asthma.
Rx Rheumatoid Arthritis Treatment Propensity	Propensity modeled audiences who are likely to use Rx treatment for Rheumatoid Arthritis.
Rx Type 2 Diabetes Treatment Propensity	Propensity modeled audiences who are likely to use Rx treatment for Type 2 Diabetes.
Seizures or Epilepsy	Propensity modeled audiences who are likely to have Seizures or Epilepsy.
Self reported or Professionally Diagnosed Obesity Propensity	Propensity modeled audiences who are likely to be obese based on self-reported Obesity or body mass index (BMI) of 30 or greater.
Sleep Apnea Propensity and Treat with Airway Pressure Device	Propensity modeled audiences who are likely to have Sleep Apnea and treat with an airway pressure device (CPAP, BPAP).

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Health and Wellness (cont.)

Conditions and Treatments, cont.	
Sleeping Difficulty or Insomnia Propensity and Use Herbal Treatment	Propensity modeled audiences who are likely to use Herbal or Home Remedy treatment for Sleeping Difficulty/Insomnia.
Tardive Dyskinesia Propensity	Propensity modeled audiences who are likely to have Tardive Dyskinesia.
Type 2 Diabetes for 10 or More Years Propensity	Propensity modeled audiences who are likely to have Type 2 Diabetes (T2D) for 10 or more years.
Type 2 Diabetes Propensity	Propensity modeled audiences who are likely to have Type 2 Diabetes.
Type 2 Diabetes Propensity And Not Satisfied with Treatment	Propensity modeled audiences who are likely to have Type 2 Diabetes and not be satisfied with their Rx treatment.
Ulcerative Colitis Propensity And Receptive to Healthcare Advertising	Propensity modeled audiences who are likely to have Ulcerative Colitis and be receptive to healthcare advertising.
Weight Loss Surgery Propensity	Propensity modeled audiences who are likely to believe that weight loss surgery is an option for them.
Would Consider Participating in Clinical Trial	Propensity modeled audiences who are very likely to consider participating in a clinical trial (agree a lot).

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Health and Wellness (cont.)

Diet and Exercise	
Diet to Control Blood Pressure	Propensity modeled audiences who are likely to be managing their diet to control blood pressure.
Diet to Lose Weight	Propensity modeled audiences who are likely to be managing their diet to lose weight.
Diet to Lower or Maintain Blood Glucose or Cholesterol	Propensity modeled audiences who are likely to be managing their diet to lower/maintain Blood Glucose or Cholesterol Levels.
Drink Nutritional Drinks or Shakes	Propensity modeled audiences who are likely to drink nutritional drinks or shakes as part of their diet or nutrition plan.
Eat High Fiber or Whole Grain Foods	Propensity modeled audiences who are likely to eat high fiber or whole grain foods as part of their diet or nutrition plan.
Eat High Protein Foods	Propensity modeled audiences who are likely to eat high protein food as part of their diet or nutrition plan.
Eat Low Calorie Foods	Propensity modeled audiences who are likely to eat low calorie foods as part of their diet or nutrition plan.
Eat Low Carbohydrate Foods	Propensity modeled audiences who are likely to eat low carbohydrate foods as part of their diet or nutrition plan.
Eat Natural or Organic Foods	Propensity modeled audiences who are likely to eat natural or organic foods as part of their diet or nutrition plan.
Eat Probiotic Foods	Propensity modeled audiences who are likely to eat probiotic foods as part of their diet or nutrition plan.

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Health and Wellness (cont.)

Diet and Exercise, cont.	
Eat Sugar Free Foods	Propensity modeled audiences who are likely to eat sugar free foods as part of their diet or nutrition plan.
Fitness Fanatics	Propensity modeled audiences who are likely to exercise at least 5 times in the last week and value very much/somewhat Diet or Fitness websites as sources for healthcare information.
Healthy Eating Habits	Propensity modeled audiences who are likely to try to eat healthy foods and maintain a balanced diet AND rate their diet at home as healthy.
Motivated to Improve Physical Appearance	Propensity modeled audiences who are likely to be extremely motivated to improve their health in order to improve the way they look.
Not Motivated to Exercise	Propensity modeled audiences who are likely to feel that it's easier for them to find excuses not to exercise than to go out and do something.
Overweight BMI Propensity	Propensity modeled audiences who are likely to have a body mass index of 25-29.9 and be considered overweight.
Plant Based Diet	Propensity modeled audiences who are likely to eat a Plant Based Diet.
Struggle with Dieting	Propensity modeled audiences who are likely to feel they can't adhere to a diet plan and often "cheat" when they are on one AND disagree that diet plans usually work for them.
Vegan Diet	Propensity modeled audiences who are likely to eat vegan foods as part of their diet or nutrition plan.
Vegetarian Diet	Propensity modeled audiences who are likely to eat vegetarian foods as part of their diet or nutrition plan.

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Health and Wellness (cont.)

Health Providers and Services	
Cardiologist Visit Propensity	Propensity modeled audiences who are likely to have seen a Cardiologist at least once in last 12 months.
Dermatologist Visit Propensity	Propensity modeled audiences who are likely to have seen a Dermatologist at least once in last 12 months.
Endocrinologist Visit Propensity	Propensity modeled audiences who are likely to have seen an Endocrinologist at least once in last 12 months.
Frequent Doctor Visitor Propensity	Propensity modeled audiences who are likely to have seen any type of health care provider at least 4+ times in the last 12 months and had an annual physical in last year.
Frequent Hospital User Propensity	Propensity modeled audiences who are likely to have received medical services at a Hospital 2 or more times in last 12 months.
Frequent Urgent Care User Propensity	Propensity modeled audiences who are likely to have received medical services at an Urgent or Immediate Care Center ("walk-in" clinic) 2 or more times in last 12 months.
Relationship with Primary Care Physician is Fair or Poor	Propensity modeled audiences who are likely to describe their relationship with their primary care physician as fair or poor.
Sleep Specialist Visit Propensity	Propensity modeled audiences who are likely to have seen a Sleep Specialist at least once in last 12 months.

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Health and Wellness (cont.)

In Market	
Mail Order Pharmacy Purchase Propensity	Propensity modeled audiences who are likely to have purchased Rx medication using a mail order pharmacy provided by their insurance in the last 12 months.
Online Pharmacy Purchase Propensity	Propensity modeled audiences who are likely to have purchased Rx medication using any online pharmacy in the last 12 months.
Receptive to Rx Coupons	Propensity modeled audiences who are likely to be willing to try a different drug brand if they get a coupon for it.
Influencer	
Health Influencers who are Informed and Trusted by Friends	Propensity modeled audiences who are likely to refer friends to certain websites or friends come to them for advice about health/meds or they are better informed about their health than most people.
Online Activities	
Use Internet to Research Health Services	Propensity modeled audiences who are likely to use the Internet at least once a week for health and wellness, and used a computer or mobile device in the last 30 days for doctor or health services-related activities.
Value Diet or Fitness Websites for Health Information	Propensity modeled audiences who are likely to value diet or fitness websites as sources for healthcare information.

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Health and Wellness (cont.)

Outlook	
Doctor Led who Value Doctors Opinions	Propensity modeled audiences who are likely to defer to the judgement and advice of their healthcare provider.
Feeling Very Stressed Propensity	Propensity modeled audiences who are likely to report being very stressed and current stress level is much/somewhat higher compared to a year ago.
Proactive Patients	Propensity modeled audiences who are likely to be informed, health-focused, and motivated. They research treatments, discuss new medicines with doctors, and highly value both traditional and digital healthcare information sources
Stressed and Discouraged About Health Propensity	Propensity modeled audiences who are likely to describe their future health outlook as somewhat or very pessimistic AND feel very or somewhat stressed.

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Health and Wellness (cont.)

Telemedicine	
Age 65 or Older and Telemedicine Consideration Propensity	Propensity modeled audiences who are likely to be aged 65 or older and have used or would consider using telemedicine or a virtual/online doctor visit.
Cardiologist Visit and Telemedicine Consideration Propensity	Propensity modeled audiences who are likely to have visited cardiologists at least once in the last 12 months and have used or would consider using telemedicine or a virtual/online doctor visit.
Caregiver and Telemedicine Consideration Propensity	Propensity modeled audiences who are likely to provide caregiver support for a family member and have used or would consider using telemedicine or a virtual/online doctor visit.
Counseling or Therapy Session Telemedicine Consideration Propensity	Propensity modeled audiences who are likely to continue or consider using telemedicine/a virtual or online doctor visit for counseling/therapy session.
Diabetes Specialist Visit and Telemedicine Consideration Propensity	Propensity modeled audiences who are likely to have visited diabetes specialists at least once in the last 12 months and have used or would consider using telemedicine or a virtual/online doctor visit.

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Health and Wellness (cont.)

Telemedicine, cont.	
Gynecologist Visit and Telemedicine Consideration Propensity	Propensity modeled audiences who are likely to have visited gynecologists at least once in the last 12 months and have used or would consider using telemedicine or a virtual/online doctor visit.
Pain Specialist Visit and Telemedicine Consideration Propensity	Propensity modeled audiences who are likely to have visited pain specialists at least once in the last 12 months and have used or would consider using telemedicine or a virtual/online doctor visit.
Parents of Children Under 18 and Telemedicine Consideration Propensity	Propensity modeled audiences who are likely to be parents with children under age 18 and have used or would consider using telemedicine or a virtual/online doctor visit.
Primary Care Doctor Visit and Telemedicine Consideration Propensity	Propensity modeled audiences who are likely to have visited primary care doctors at least once in the last 12 months and have used or would consider using telemedicine or a virtual/online doctor visit.
Sleep Specialist Visit and Telemedicine Consideration Propensity	Propensity modeled audiences who are likely to have seen a Sleep Specialist at least once in last 12 months and have used or would consider using telemedicine or a virtual/online doctor visit.
Telemedicine Use Propensity	Propensity modeled audiences who are likely to have received a medical or health-related service via Telemedicine/Virtual or Online Doctor Visit (using a smartphone, tablet or computer).

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Health and Wellness (cont.)

Tobacco	
Adult eCigarette or Vaporizer User Propensity	Propensity modeled audiences who are likely to be 18+ years old and use e-cigarettes on a regular basis.
Adult Tobacco Use Propensity	Propensity modeled audiences who are likely to be 18+ years old and smoke or use tobacco products on a regular basis.
Adults Who Have Tried to Quit Smoking Propensity	Propensity modeled audiences who are likely to be 18+ years old and smoke or use tobacco products on a regular basis and have tried to quit smoking in the past.
Vaccinations	
COVID-19 Vaccine Propensity	Propensity modeled audiences who are likely to have received a vaccine for COVID-19 in the last 12 months.
Flu Vaccine Propensity and Trust Doctor Vaccine Recommendations	Propensity modeled audiences who are likely to have received a vaccine for Flu in the last 12 months and trust their doctor to recommend essential vaccines.
Vaccine Hesitant and Concerned About Side Effects	Propensity modeled audiences who are likely to be concerned about the possible side effects related to their vaccinations.
Vaccine Motivated and Proactive	Propensity modeled audiences who are likely to be first among their peers to investigate vaccines that are recommended but not required AND they are willing to ask their doctor for a vaccine that they have seen or heard advertised.

Health and Wellness (cont.)

Vitamins	
Bone Health Supplements	Propensity modeled audiences who are likely to have used a vitamin/mineral supplement for bone health in the last 12 months.
CBD Product Users	Propensity modeled audiences who are likely to have used OTC or dispensary CBD products in the last 12 months.
Collagen Users	Propensity modeled audiences who are likely to have used Collagen supplements in the last 12 months.
Digestive Health Supplements	Propensity modeled audiences who are likely to have used a vitamin/mineral supplement for digestive health in the last 12 months AND agree a lot that vitamins and nutritional supplements make a difference in long-term health.
Energy Supplements	Propensity modeled audiences who are likely to have used a vitamin/mineral supplement for increased energy in the last 12 months.
Heart Health Supplements	Propensity modeled audiences who are likely to have used a vitamin/mineral supplement for heart health in the last 12 months.
Herbals or Botanicals Users	Propensity modeled audiences who are likely to have used an herbal or botanical (e.g., Turmeric, Green Tea, Melatonin) supplement in the last 12 months.
Immune Health Supplements	Propensity modeled audiences who are likely to have used a vitamin/mineral supplement for immune health in the last 12 months AND agree a lot that vitamins and nutritional supplements make a difference in long-term health.

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Health and Wellness (cont.)

Vitamins, cont.	
Joint Health Supplements	Propensity modeled audiences who are likely to have used a vitamin/mineral supplement for joint health in the last 12 months.
Melatonin Users	Propensity modeled audiences who are likely to have used Melatonin supplements in the last 12 months.
Memory Support Supplements	Propensity modeled audiences who are likely to have used Memory Support supplements in the last 12 months.
Omega 3 or Fish Oil Users	Propensity modeled audiences who are likely to have used an Omega-3/Fish oil supplement in the last 12 months.
Prenatal Health Supplements	Propensity modeled audiences who are likely to have used a vitamin/mineral supplement for prenatal health in the last 12 months.
Probiotics Users	Propensity modeled audiences who are likely to have used a Probiotics supplement in the last 12 months.
Skin or Hair or Nail Health Supplements	Propensity modeled audiences who are likely to have used Skin or Hair or Nail Health supplements in the last 12 months.
Sleep Aid Supplements	Propensity modeled audiences who are likely to have used Sleep Aid supplements in the last 12 months.
Stress Relief Supplements	Propensity modeled audiences who are likely to have used Stress Relief supplements in the last 12 months.

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Health and Wellness (cont.)

Vitamins, cont.	
Vitamin and Supplement Supporters	Propensity modeled audiences who are likely to believe that vitamins and nutritional supplements make a difference in long-term health.
Vitamin B Complex Users	Propensity modeled audiences who are likely to have used Vitamin B Complex supplements in the last 12 months.
Vitamin C Users	Propensity modeled audiences who are likely to have used Vitamin C supplements in the last 12 months.
Vitamin D Users	Propensity modeled audiences who are likely to have used Vitamin D supplements in the last 12 months.
Vitamin E Users	Propensity modeled audiences who are likely to have used Vitamin E supplements in the last 12 months.
Weight Management Supplements	Propensity modeled audiences who are likely to have useda vitamin/mineral supplement for weight management in the last 12 months.
Workout Supplements	Propensity modeled audiences who are likely to have used Exercise Recovery or Pre Workout supplements in the last 12 months.

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Lifestages, Lifestyles and Events

Lifestage	
Empty Nesters	Propensity modeled audiences who are likely to be Lifestage Empty Nesters (age 55+, married, no children in household, no children under 18 years old).
Nest Builders	Propensity modeled audiences who are likely to be Lifestage Nest Builders (age 18-34, married, no children).
Playschool Parents	Propensity modeled audiences who are likely to be Lifestage Playschool Parents (youngest child is age 0-5).
Primary School Parents	Propensity modeled audiences who are likely to be Lifestage Primary School Parents (youngest child is age 6-11).
Secondary and High School Parents	Propensity modeled audiences who are likely to be Lifestage Secondary and High School Parents (youngest child is age 12-17).
Senior Sole Decision Makers	Propensity modeled audiences who are likely to be Lifestage Senior sole decision makers (age 55+, not married, household size of 1).
Unconstrained Couples	Propensity modeled audiences who are likely to be Lifestage Unconstrained Couples (age 35-54, married, no children under 18 years old).

Retail

Restaurant & Dining Out	
Frequent User of Food Delivery Sites or Apps	Propensity modeled audiences who are likely to visit/use DoorDash or UberEats monthly or more frequently.

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Sports and Leisure

Hobbies and Interests	
Aerobics or Pilates or Yoga	Propensity modeled audiences who are likely to regularly do aerobics, Pilates or yoga.
Bicycling	Propensity modeled audiences who are likely to regularly bicycle.
Fine Dining or Eating Out	Propensity modeled audiences who are likely to regularly do fine dining or eating out.
Fishing	Propensity modeled audiences who are likely to regularly go fishing.
Fitness Walking or Running	Propensity modeled audiences who are likely to regularly do fitness walking or running, jogging.
Gardening	Propensity modeled audiences who are likely to regularly do gardening.
Golfers	Propensity modeled audiences who are likely to regularly play golf.
Hiking	Propensity modeled audiences who are likely to regularly go hiking.
Hunting	Propensity modeled audiences who are likely to regularly go hunting.
Lifelong Learners Who Take Adult Education Courses	Propensity modeled audiences who are likely to regularly participate in adult education courses.
Live Music Fans	Propensity modeled audiences who are likely to regularly attend concerts/live events.
Mature Generation Experience and Travel Oriented	Propensity modeled audiences who are likely to be age 50+ and travel regularly.

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Sports and Leisure (cont.)

Hobbies and Interests, cont.	
Museums	Propensity modeled audiences who are likely to regularly go to museums.
Pickleball Players	Propensity modeled audiences who are likely to regularly play pickleball.
Team Sports Participants	Propensity modeled audiences who are likely to regularly play or participate in basketball, football, baseball or softball.
Video Gamers	Propensity modeled audiences who are likely to regularly play video games.
Virtual Workouts like Peloton or YouTube Exercise Videos	Propensity modeled audiences who are likely to regularly participate in virtual workout or fitness sessions (e.g., Peloton, YouTube exercise video).
Volunteer	Propensity modeled audiences who are likely to regularly participate in volunteering.
Weight Training	Propensity modeled audiences who are likely to regularly go weight training.

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Telecom and Electronics

Mobile App Users	
Health Apps	Propensity modeled audiences who are likely to have used a health-related app on a mobile device in last 6 months.
Meditation or Stress Management Apps	Propensity modeled audiences who are likely to have used a stress/relaxation/meditation app on a mobile device in last 6 months.

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Thank you

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