

# Health & Wellness

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

The global wellness market reached a value of \$4.37 trillion in 2020 and is expected to surge to nearly \$7 trillion by 2025 according to Statista. Take advantage of this upwards trend and try our Health & Wellness segments for your next marketing campaign.



## Choose from 170+ proprietary audiences, including:

- Accident Recovery
- Arthritis Sufferers
- Back Pain Sufferers
- Migraine Sufferers
- Cardiologist Seekers
- Dentist Seekers
- Dermatologist Seekers
- Optometrist Seekers
- Fitness Buffs
- Healthy Eating
- Weight Loss
- Vitamin Users
- 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

Our audiences are 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, DOOH, mobile, gaming, audio and all digital channels.

Look for Health & Wellness in the LiveRamp Data Marketplace, TransUnion Data Marketplace, Oracle Advertising, Media Math, IQM, and Lotame. Additionally, our Health & Wellness segments can be delivered to any digital platform!



For segment recommendations or custom audiences, contact:  
203-746-6640 or [hello@lbdigitaldata.com](mailto:hello@lbdigitaldata.com)

