# Defining Data:

## A Health Marketer's Glossary

# The data landscape is changing.

Audiences have become more concerned about third-party data usage, while Google has reiterated its commitment to cookie deprecation, which is slated to arrive in Q4 2024.

These challenges are in fact a chance for marketers to discover powerful solutions built on zero-party and first-party data. To make the most of emerging opportunities in data analytics, health marketers need to understand key data concepts and terms.

There's also an essential human element to consider in health marketing. Data isn't merely a targeting tool; it represents real individuals with unique health needs and concerns. Your data partner's expertise must extend beyond analytics to encompass an understanding of the personal and emotional aspects of health and wellness.

Here's what you need to know to navigate the intersection of data, marketing, and the human side of wellbeing.

**TYPES OF DATA**

**UNDERSTANDING HEALTH & WELLNESS AUDIENCES**

**PREDICTING BEHAVIOR**

**REACHING AUDIENCES**

# Types of Data

*The right data can provide invaluable insights into your audience's health interests and behaviors.*

## Zero-party data

Health interest data that customers share proactively and intentionally.

> Through quizzes, surveys, and registration-based tools, we gather 1.2 million zero-party data signals annually.

## First-party data

Health interest data collected directly from customers or audiences, including behaviors or actions on a website.

> As the largest health information publisher in the U.S., we gather over 1 billion first-party data signals every year, an unmatched scale.

## Second-party data

Someone else's first-party health interest data, acquired for use through a direct relationship with the data's owner.

> We can leverage our advertising partners' data to create second-party targeting or suppression lists.

## Third-party data

Health interest data that is purchased from an outside source.

> We can access thousands of third-party data segments in industry-standard data marketplaces to add audience scale or layers.

# Understanding Health & Wellness Audiences

*Both quantitative and qualitative data can reveal critical insights about the consumers you want to reach.*

## Segments vs. Personas

Both make it possible to reach people on a more personal level and deliver the right message, offers, or products that improve health and wellbeing.

## Segments

Data-based categorizations of audiences with different needs or characteristics, who are likely to respond differently to advertising messages.

> **Data in Action:**
> For instance, advertisers might be interested in reaching the segment of people looking at "Skincare and Psoriasis" content.

## Why Segmentation in Health?

Segmentation provides powerful insights when based on zero or first-party insights into health content consumption and site behavior.

Segmentation based on quantitative data at a sufficiently large scale can reveal surprising subsets of behavioral correlations. These are correlations that might otherwise go overlooked, revealing connections across health, wellness, chronic conditions, and other aspects of whole-person wellbeing.

# Personas

In-depth classifications of people that highlight motivation or goals, typically combining quantitative data with qualitative insights from primary audience research or insights from experts.

> **Data in Action:**
> Advertisers can hone their messaging to better fit audience needs using insight into specific personas — such as "Treatment Seekers," within the "Skincare and Psoriasis" segment, who want to understand prescription or OTC solutions for their condition.

# Why Personas in Health?

Personas reflect people's highly personal health journeys as they engage with content, such as education about a possible chronic condition diagnosis, managing an existing condition, or optimizing wellbeing.

Personas reveal specific needs and attitudes, providing a fuller view of your audience as real people and allowing for more customized approaches.

# Predicting Behaviors

*With the right statistical techniques and data signals, predictive modeling gives advertisers useful insights into likely future behavior.*

## Intention vs. Motivation

Know what your audience is going to do next — and how likely they are to do it.

## Intention

The action a person plans to take next.

> **Data in Action:**
> "My intent is to buy healthy snacks" ➔ Advertisers can reach a high-intent health snack audience.

## Motivation

The reason the person plans to take that next action.

> **Data in Action:**
> "My motivation is that my kid is going back to school, and I'll need to pack his lunch" ➔ Advertisers can reach a back-to-school parent persona.

# Recency vs. Relevancy

Understand how recently someone has engaged with relevant content — and reach them in the right place at the right time.

## Recency

Refers to how fresh a data signal is for a given user.

Ongoing audience analytics and performance insights make it possible to optimize recency so that campaigns reach the most receptive audiences, in real time.

> **Data in Action:**
> A persona like "Holistic Healer" may demonstrate long-term engagement with wellness remedies. But to reach a "Chronic Condition Treatment Switcher," advertisers must consider recency — otherwise, they may miss their opportunity to drive awareness for their treatment, either for retention or prospecting.

## Relevancy

Refers to how context-appropriate an advertising placement is for a given user.

For advertisers in health and wellness, it makes sense to show up on a health site where you can reach people in the right mindset, actively interested in specific verticals or product categories.

> **Data in Action:**
> Advertisers can optimize impact for reaching a persona like "Chronic Condition Treatment Switcher" by placing ads with specific, highly relevant content. Predictive analytics can reveal the contexts where audiences are most likely to be in a purchasing mindset.
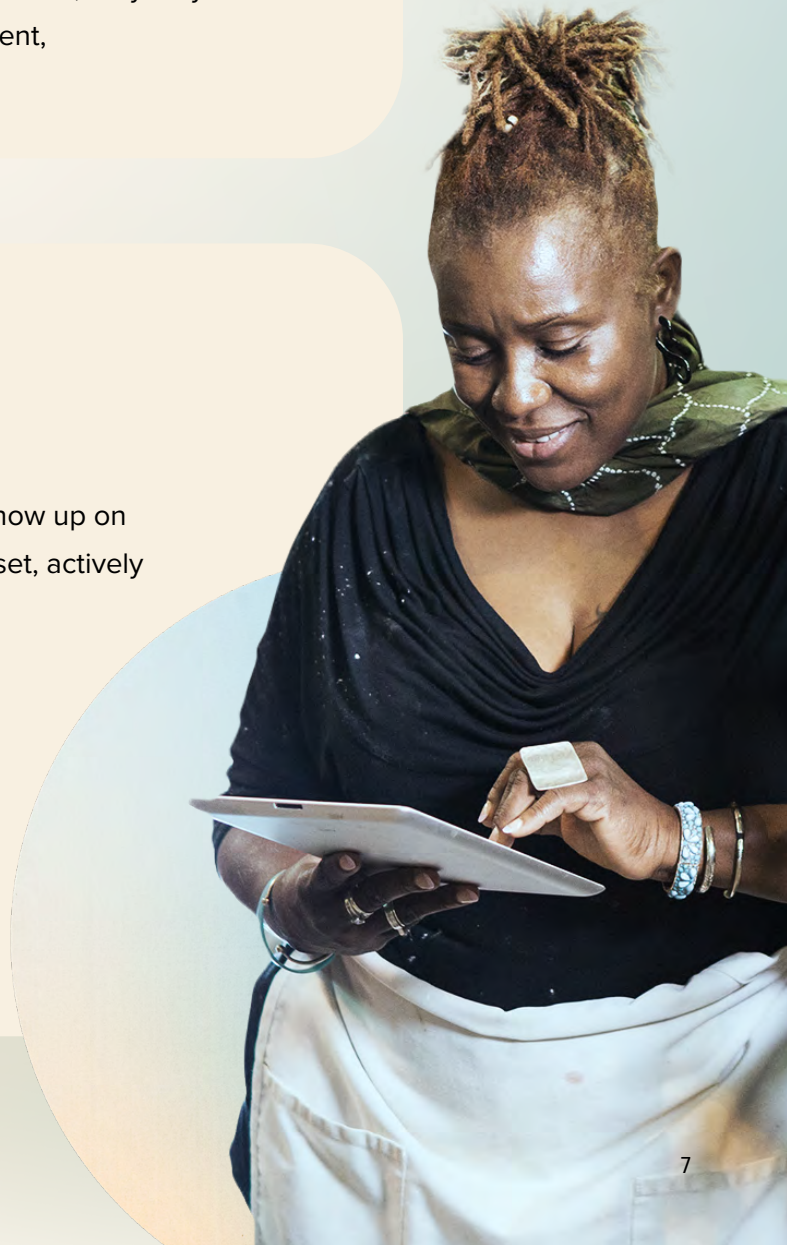
# Reaching Audiences

*Reach specific audiences with the right targeting methods for the biggest impact.*

## Cookieless

Reach audiences without using third-party cookies, which are a cross-site tracking mechanism that relies on externally sourced data.

> **Data in Action:** Use the power of first-party data, contextual targeting, lookalike segments, and other techniques to identify and reach the people most interested in immunity.

## Contextual

A form of cookieless advertising. Place ads within relevant content to reach audiences when they are most receptive to the topic.

> **Data in Action:** Match advertiser creative to hyper-relevant and precise content topics within immunity, getting your brand closer to audiences most likely to take action.

## Retargeting

Reach individuals with ads based on their previous behavior or engagement with certain content.

> **Data in Action:** Deliver more relevant ads, such as flu shot special offers for immunity seekers who have already demonstrated their interest in flu shots.

## Suppression

Exclude individuals or segments from a marketing campaign to ensure that irrelevant or unwanted messages are not delivered to those audiences.

> **Data in Action:** Avoid serving flu shot ads to those who have already received their shots for the year — instead, offer them other immunity products.

## Next Best Action

Use data-driven insights to predict the immediate next step brands should take with a consumer to optimize experiences. For instance, use sequential messaging to progressively build interest and engagement towards a specific product or service.

> **Data in Action:** Offer a consumer what they really want. Based on prior actions, you can predict whether they might prefer an answer to their question about flu shots, immunity product ideas, or action-oriented opportunities to buy the products.

# Partner with Healthline Media

*We measure our impact not just by educating people about health and wellness, but guiding them to take confident action in their journeys to wellbeing.*

At Healthline Media, we build solutions that drive wellbeing for consumers, while empowering advertisers to reach engaged, action-oriented audiences. Our solutions combine high-quality data, a deep understanding of audiences, and smart targeting to optimize advertisers' performance at scale.

## Brands can do more with Attribute, our innovative first-party data platform:

Draw on 1.2 million zero-party and 1 billion first-party health data signals

Show up in a privacy-safe environment where audience trust inspires action

Support the journey to wellbeing for the 20 million users who engage with us three or more times a month

**Learn more here about the power of Attribute**. Reach out to your Healthline Media representative or **Elisabeth Paredes** to discover how Healthline Media's data offerings can power your brand.

# GLOSSARY

**Zero-party data**
Health interest data that customers share proactively and intentionally.

**First-party data**
Health interest data collected directly from customers or audiences, including behaviors or actions on a website.

**Second-party data**
Someone else's first-party health interest data, acquired for use through a direct relationship with the data's owner.

**Third-party data**
Health interest data that is purchased from an outside source.

**Segments**
Data-based categorizations of audiences with different needs or characteristics, who are likely to respond differently to advertising messages.

**Personas**
In-depth classifications of people that highlight motivation
or goals, typically combining quantitative data with qualitative insights from primary audience research or insights from experts.

**Intention**
The action a person plans to take next.

**Motivation**
The reason the person plans to take that next action.

**Recency**
Refers to how fresh a data signal is for a given user.

**Relevancy**
Refers to how context-appropriate an advertising placement is for a given user.

**Cookieless**
Reach relevant audiences without using third-party cookies, in response to growing privacy concerns.

**Third-party cookies**
A cross-site tracking mechanism, used for advertising, that rely on data from an outside source.

**Contextual**
A form of cookieless advertising. Place ads within relevant content to reach audiences when they are most receptive to the topic.

**Retargeting**
Reach individuals with ads based on their previous behavior or engagement with certain content.

**Suppression**
Exclude individuals or segments from a marketing campaign to ensure that irrelevant or unwanted messages are not delivered to those audiences.

**Next Best Action**
Use data-driven insights to predict the immediate next step brands should take with a consumer to optimize experiences. For instance, use sequential messaging to progressively build interest and engagement towards a specific product or service.

# About Healthline Media

Healthline Media drives wellbeing forward, leading 74 million people to take action and improve their lives with medically evidenced content, communities, and solutions. Learn more at **HealthlineMedia.com**.

**HEALTHLINE MEDIA**