



Digital Advertising Focused To Drive Retail Sales

Geo-Marketing Surrounding Retail Store Trading Areas

Reach & Influence Health-Oriented Consumers Before They Shop

HealthSTART® Digital delivers highly targeted advertising to help build awareness, brand interest and purchase activity among key consumer segments. We will customize a digital ad delivery plan that is matched to your specific needs: target audience, health topic, search terms, impression levels, click-throughs and timing. We will then deliver your advertising across a range of websites that best fit your selection criteria, and geo-match to the exact regions serviced by the retail store locations you specify.

Stimulate Demand & Drive Consumers to Retail Stores

We match ad delivery to the trading areas of these & other leading retailers:

- Food: Kroger, Safeway, Publix, etc.
- Drug: CVS, Walgreens, Rite Aid
- Mass: Walmart, Target, Kmart

Ad Delivery Opportunities

- Search & display advertising to targeted consumers.
- Focus on branding or purchase activation objectives.
- Selectable by retailer and metro market trading areas.
- Timed to support peak season or promotional events.
- Includes optimization to increase ROI.



Ad Delivery Example:
Metro Chicago Walmarts