


# Top four digital audiences for the Healthcare industry for 2024


As the digital landscape continues to evolve, marketers in the Healthcare industry must stay informed on emerging audience trends and activation strategies to develop impactful marketing initiatives.

Our recently released [2024 Digital audience trends and predictions report](#) offers valuable data-driven insights, including the top four digital audiences for the Healthcare industry. Derived from our main report, this guide provides you with audience-centric insights specific to the Healthcare industry, so you can confidently develop marketing strategies that resonate with your target audience.


In the Healthcare industry, Experian is seeing third-party data audience activation in four major data categories:




Demographics



Retail Shoppers:  
Purchase Based

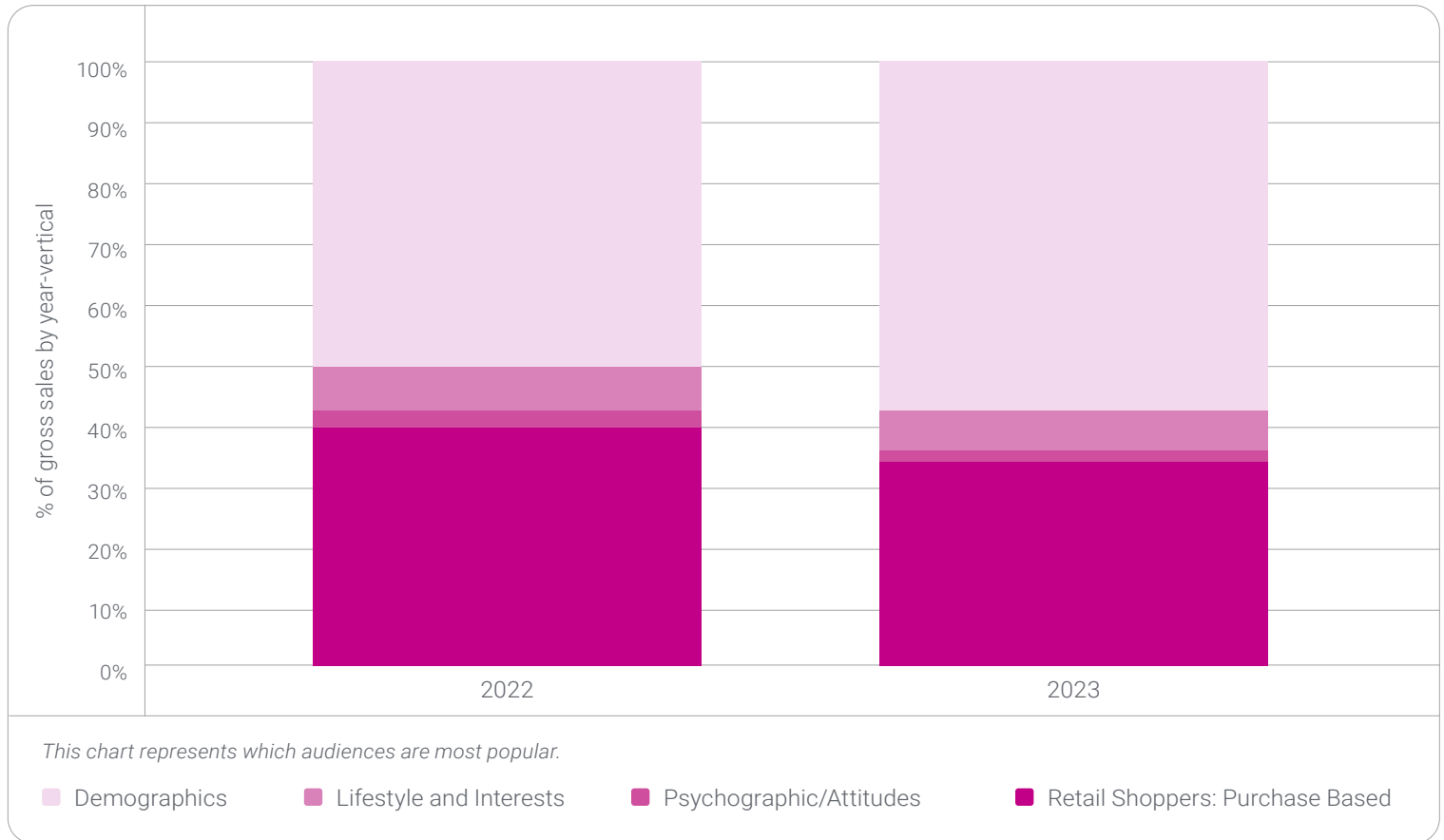


Lifestyle and  
Interests



Psychographic/  
Attitudes

Breakdown of top digital audiences for the Healthcare industry: 2022–2023



Here are multiple syndicated audiences in each major data category specific to Healthcare that you can activate on-the-shelf of your platform of choice today to reach your consumers with targeted messaging and retargeting.



## Demographics

### Demographics > Household Income (HHI) > \$1,000-\$49,999

This segment includes consumers who are likely to have an estimated household income of \$1,000-\$49,999.

### Demographics > Ages > 60-64

This segment contains consumers within the age range of 60-64 years old.

### Demographics > Ages > 65+

This segment contains consumers who are age 65 or older.

### Demographics > Gender > Female

This segment contains consumers who are female.

### Demographics > Gender > Male

This segment contains consumers who are male.

### Geo-Indexed > Demographics > Presence of Children: Ages: 4-6

Indicator for Households within a geo-level Block Group that index-highly for the presence of Children ages: 4-6 against an overall population average.

### Geo-Indexed > Demographics > Lifestyles: Grandparent

Indicator for Households within a geo-level Block Group that index-highly for Lifestyles: Grandparent against an overall population average.



By narrowing their focus and activating specific demographic audiences, healthcare marketers can not only save costs but also achieve improved outcomes. This approach is particularly relevant for niche pharma marketers targeting consumers within specific age groups or genders, and for payers and providers tailoring their messaging to address the unique needs and preferences of diverse healthcare populations.

*Megan Rentz, Sales Strategist, Health*





## Retail Shoppers: Purchase Based

### Retail Shoppers: Purchase Based > Health and Fitness > Healthy Food Meal Kit Service Spenders

Likely high spenders or frequent purchasers of pre-made meals (e.g. Hello Fresh, Thrive Market, Fresh Direct).

### Retail Shoppers: Purchase Based > Grocery > Organic/Natural Grocery Stores: High Spenders

Likely high spenders at organic/natural grocery stores (e.g. Whole Foods Market, Spouts).

### Retail Shoppers: Purchase Based > Health and Fitness > Vitamins/Supplements: Vitamins/Supplements

Likely high spenders or frequent purchasers at vitamin/supplement stores (e.g. Herbalife, GNC, Vitacost.com).

### Retail Shoppers: Purchase Based > Health and Fitness > Premade Healthy Meals Weight Loss Spenders

Likely high spenders or frequent purchasers of pre-made meals (e.g. Nutrisystem, Jenny Craig).

### Retail Shoppers: Purchase Based > Health and Fitness > Gyms, Exercise & Fitness Clubs: Frequent Spenders

Likely frequent spenders at gyms, exercise and fitness clubs (e.g. LA Fitness Inc, Planet Fitness).

### Retail Shoppers: Purchase Based > Health and Fitness > Massage Frequent Spenders

Likely frequent spenders for massages (e.g. Massage Envy).



Retail Shopper audiences allow retail pharmacies to target consumers who actively seek personal healthcare products. Payers and providers can use these audiences to engage those interested in wellness products, implement tailored programs, and gain a comprehensive understanding of their member or patient's overall health.

*Megan Rentz, Sales Strategist, Health*



## Lifestyle and Interests

### Lifestyle and Interests (Affinity) > Moms, Parents, Families > Fitness Mothers

This segment includes consumers who are likely mothers who show an interest in staying fit and engage in indoor and outdoor fitness activities.

### Lifestyle and Interests (Affinity) > Memberships > Memberships: Union Members

This segment contains consumers who are likely to be union members.

### Lifestyle and Interests (Affinity) > Health & Fitness > Fitness Enthusiast

This segment contains consumers who are likely to be fitness enthusiasts.

### Lifestyle and Interests (Affinity) > Health & Fitness > Healthy Living

This segment contains consumers who are likely to be interested in healthy living.

### Lifestyle and Interests (Affinity) > Health & Fitness > On a Diet

This segment contains consumers who are likely to try new diets regularly.



Lifestyle audiences provide valuable insights into habits, preferences, and behaviors, and allow healthcare marketers to tailor their messaging to resonate with specific segments of the population. Lifestyle choices often correlate with health-related behaviors, i.e, those who engage in regular exercise may be more interested in products or services related to fitness or wellness as well as more interested in preventative healthcare measures.

*Megan Rentz, Sales Strategist, Health*



## Psychographic/Attitudes

### Psychographic/Attitudes > Health and Diet Attitudes > Image Leader

This segment contains consumers who are likely to try any new health and nutrition products, actively be a health information source for others, willing to spend whatever it takes to look younger and try any diet.

### Psychographic/Attitudes > Health and Well Being > Trusting Patients

This segment contains consumers who are likely to be Health and Well Being "Trusting Patients." Based on the statistical analysis of consumers who rely on doctors and are aware of and follow healthy eating and lifestyle practices.

### Psychographic/Attitudes > Health and Well Being > Healthy Holistics

Consumers who are likely to be Health and Well Being "Healthy Holistics." Consumers who are committed to exercise and making healthy choices. These lifestyle choices help them to stay in good health and ward off illness and disease.

### Psychographic/Attitudes > Health and Well Being > Invincibles'

This segment contains consumers who are likely to be Health and Well Being "Invincibles." Based on the statistical analysis of consumers that have reported to be unconcerned about their health.



Psychographic audiences provide insights into individual behaviors, habits, and decision-making processes allowing healthcare marketers to message effectively and improve patient/member engagement. Building a connection with consumers on a psychological level can contribute to brand loyalty and better outcomes.

*Megan Rentz, Sales Strategist, Health*



Need a custom audience? We can help you build and activate an Experian audience on the platform of your choice.

[Connect with our audience team →](#)

For more expert advice and access to our predictions for digital activation for 2024, download our 2024 Digital audience trends and predictions report today.

[Access the full report](#)

