





## IF IT'S IMPORTANT TO YOUR HEALTH AND WELLNESS, IT'S ON WEBMD

WebMD is the #1 health media company, trusted by more consumers than any other health site in the U.S. Millions come to WebMD for the unsurpassed knowledge, insights and inspiration that help them and their families live happier, healthier lives.

# THE LEADER IN HEALTHY LIVING INFORMATION

| OUR REACH |

## 1 in 4

U.S. ADULTS USE WEBMD  
EACH MONTH

## 58%

LARGER REACH THAN  
THE NEXT COMPETITOR

## 5.4X

THE PAGE VIEWS THAN  
THE NEXT COMPETITOR

## #1

HEALTH MAGAZINE READ  
IN DOCTORS' OFFICES





## WHERE HEALTH EXPERTS INSPIRE HEALTHY DECISIONS

Our award-winning content is influenced and inspired by some of the top minds in medicine and wellness—from thought leaders advancing the latest trends, to practicing physicians with an exam-room perspective, to wellness experts on a mission to inspire a healthier lifestyle.

WebMD's commitment to fresh, unbiased, and fact-based content balances technical accuracy with interest-driven storytelling in easy-to-understand language, helping consumers make better health decisions every day.

# WE KNOW OUR AUDIENCE—AND THAT CAN HELP YOU DRIVE RESULTS

With guidance for managing a condition, inspiration for healthy living, and digestible information on breaking health news, we're there for our audience as they seek answers to their questions and plan a course of action.

**They trust us. They turn to us. And they'll turn to you.**



## Patients & Caregivers

# 71%

**use WebMD** as their primary source of health information and decision making



## Wellness Devotees

# 63%

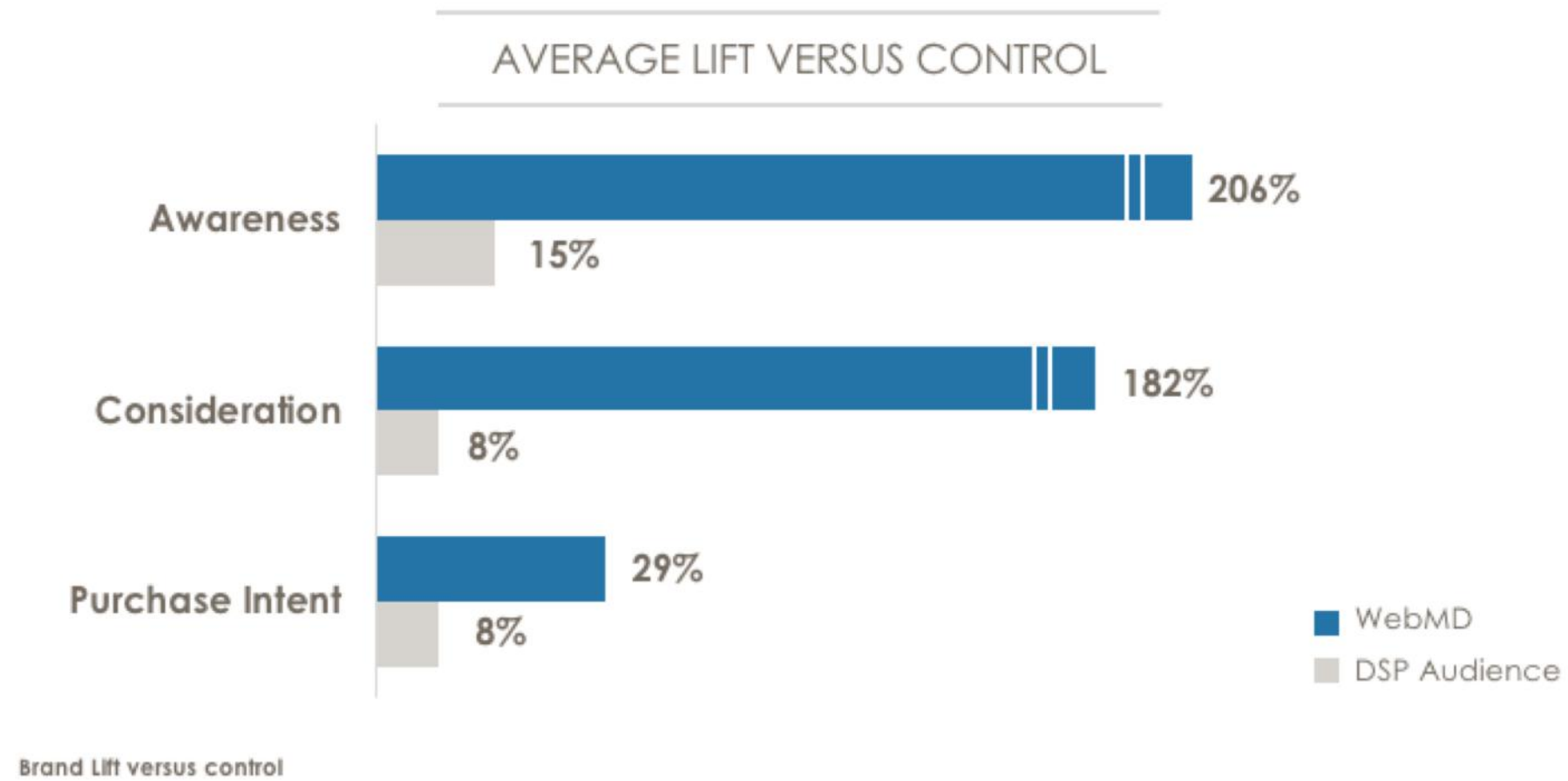
**of our audience** visit WebMD for healthy living information from food and nutrition to healthy beauty, fitness, and beyond

## Expectant & New Moms

We reach **81%** more than the leading endemic baby and parenting sites

# CONTEXT MATTERS

## WebMD Contextual Programs deliver a superior ROI vs. Audience Targeted campaigns

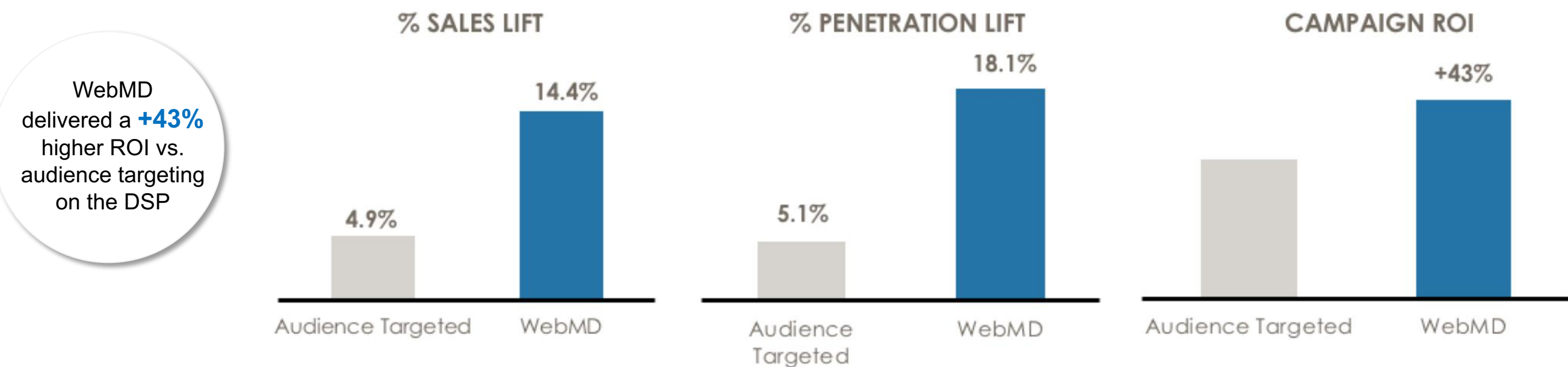


### WEBMD VS. DSP

**+13.7X**  
AWARENESS

**+9.6X**  
CONSIDERATION

**+3.6X**  
PURCHASE INTENT

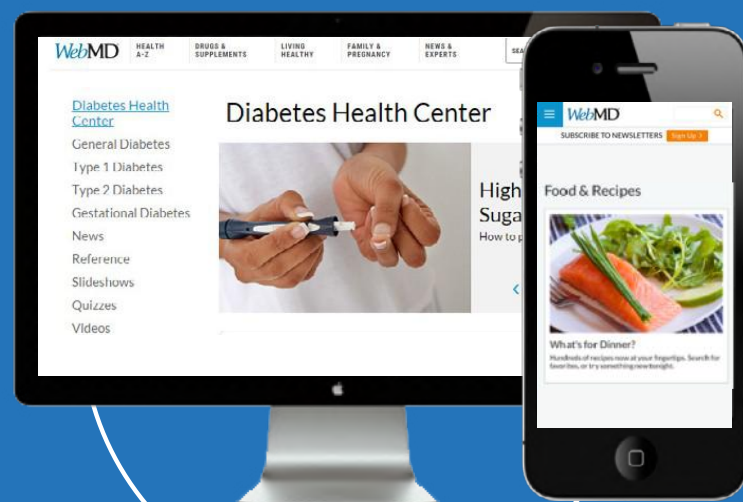


WebMD delivered a **+43%** higher ROI vs. audience targeting on the DSP



## TRUSTED CONTENT, WHERE THEY NEED IT MOST

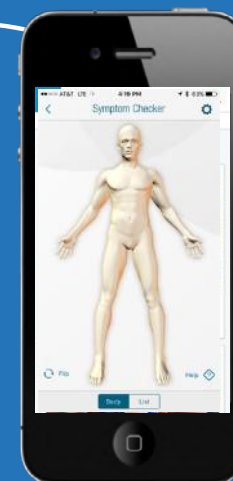
In the doctor's office, at home, on the go, WebMD extends across every platform—online and in print, through apps and health management tools—empowering health-interested consumers anytime, anywhere. Integrate your brand where it matters most.



Healthy living and condition-specific content across desktop and mobile



WebMD Magazine available in 85% of doctors' offices nationwide



WebMD Flagship, Pregnancy, Baby, Allergy, and PainApps



Over 40 lifestyle and condition e-newsletters



Facebook, Twitter, Instagram, blogs, and community

# OUR RELATIONSHIPS WITH CONSUMERS ARE STRONG. YOURS CAN BE, TOO

With these marketing solutions and more, we'll work closely with you to create a program that brings your brand directly to the customers you want to reach.



## **PRECISION TARGETED MEDIA**

Harness the deep scale and proprietary data of WebMD with industry-leading audience targeting, on and off WebMD

## **CONTEXTUAL PLACEMENTS**

Engage and educate your target consumers through native content integration, signature tools and assessments, rich education centers, email and more

## **CUSTOM CONTENT DEVELOPMENT**

Let WebMD's DNA brand studio tell your story through the creation of emotive content that is grounded in editorial insights and designed to influence action and drive emotional connections

## **CONTENT MARKETING**

Connect with consumers using the high-quality storytelling they expect, leveraging video as a core medium and maximizing distribution via social media channels

## **PERFORMANCE SOLUTIONS**

Measure your program's effectiveness through qualified audience, KPI shifts, and transactional performance measurement

## **CUSTOM RESEARCH**

Uncover what matters most to your consumers—who they are, what they care about, and what actions they take—to better serve their needs

## **PROGRAMMATIC AD SOLUTIONS**

Increase transparency and save time with WebMD's automated reservation process





**WebMD**<sup>®</sup>  
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