

Disclosure of Health-related Segments

Below is a list of standard health segments and a representative sample of custom health segments used by Quantcast for the purposes of Interest Based Advertising. Please note that in certain jurisdictions the creation and use of health segments by Quantcast is restricted in line with legal and/or self-regulatory requirements.

Standard Health-related Segments

- Donations to health c charities
- Healthcare decision makers, or professionals with the title of director or above
- Healthcare professionals
- Occupations at companies or institutions involved with medical services and products
- Occupations in research related to health and medical care
- Occupations in personal wellness such as spas and gym
- Occupations within the medical field
- Purchases of over-the-counter products including cough and cold relief, pain relief, allergy relief, eye care, first aid, gastrointestinal aids, natural remedies, vitamins
- Purchases of preventative care and maintenance products including flu vaccines, dental hygiene, vitamins, probiotics, shoe inserts, CPR educational resources, masks, glasses frames and lenses, contacts, blood sugar and glucose monitors
- Self-reported interest in healthy living lifestyles

Representative Sample of Custom Health-related Segments

- Allergies
- Birth control and contraceptives
- Blood pressure and heart rate
- Blood sugar management
- Cosmetic procedures for anti-aging and body shape
- Cough and cold
- Covid-19, coronavirus, testing, public service announcements
- Drug stores and pharmacies
- Epilepsy
- Eye health
- Family planning
- Feminine hygiene products
- First aid, first aid classes, and first aid educational resources
- Fitness and exercise
- Foot care

- Generic pain and pain relief
- Gut health
- Hair care and hair loss
- Hand sanitizer
- Health insurance and supplemental health care coverage
- Healthy living and wellness lifestyles
- Holistic health
- Hospitals, urgent care centers, dentist offices, general healthcare facilities
- Improving sleep and insomnia
- Joint pain and joint care
- Men's health
- Nutrition, diet, weight management
- Online counseling and therapy services
- Online doctor appointments and telemedicine
- Online pharmacies
- Oral care, including dental hygiene and braces
- Orthopedics
- Pain in limbs, bones, and the body
- Probiotics and supplements
- Selfcare
- Senior living facilities
- Skincare and acne
- Smoking cessation
- Sports medicine and injuries
- Vaccines for traveling
- Webinars for medical health professionals
- Women's health