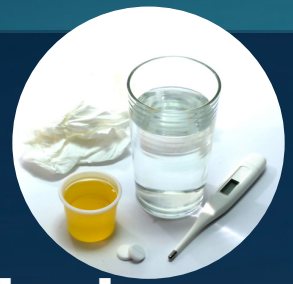


COLD & FLU

Audience Insights

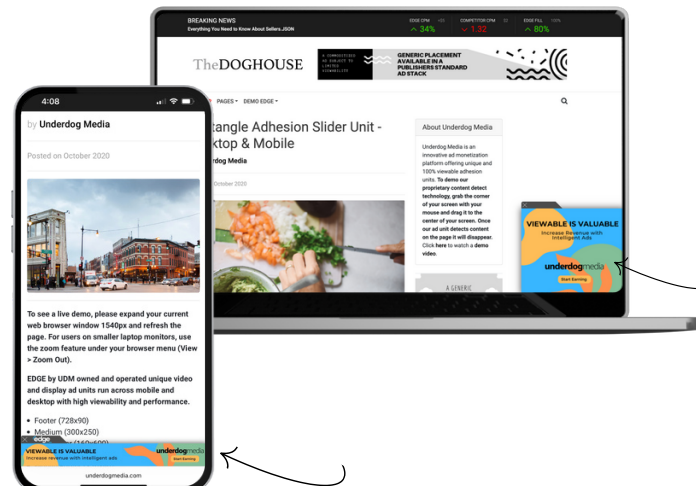


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Target consumers who are shop for over-the-counter (OTC) cold and flu remedies during peak season. We reach households looking for symptom relief, prevention, and wellness support. Connect with these health-conscious shoppers as they stock up on trusted products, driving awareness, consideration, and conversions when demand is highest.

- 23M Had a cold or cough (last 3 months)
- 17M Cold or sinus relief (used/last 30 days)
- 12M Cough drops or syrups (used/last 30 days)
- 19M Pain reliever (used/last 30 days)
- 12M Nasal sprays (used/last 30 days)
- 11M Aspirin therapy (used/last 30 days)
- 30M Health conscious (Consider Myself)
- 14M Buy over-the-counter drugs as soon as I feel I've fallen sick (health opinion)
- 18M Opinion: I try to buy medicine using coupons/discounts as much as possible (health opinion)
- 26M Shopped at CVS Pharmacy (last 6 months)
- 16M Shopped at Walgreens Pharmacy (last 6 months)
- 17M Shopped at Walmart Pharmacy (last 6 months)

General Demographics
113M in the USA
56M Females
57M Males



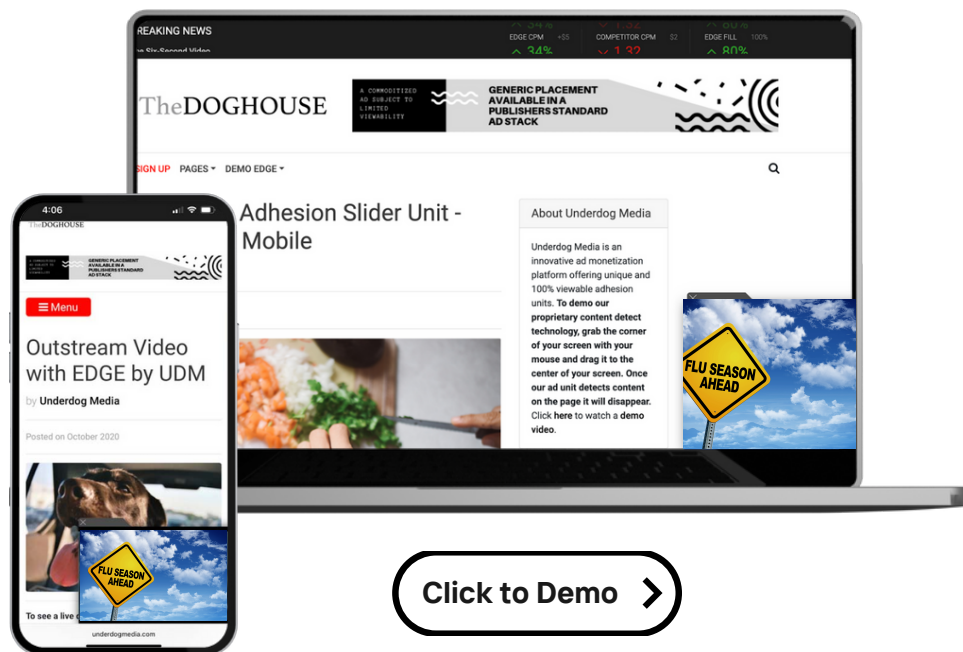
Get in touch! For more information about targeting this audience through a PMP, please contact: Michelle Gable - mgable@underdogmedia.com

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- Run on networks such as Vizio, MLB.TV, Fubo, PlutoTV, AMC Networks, Paramount+ and more

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- 245M monthly uniques and 2B worldwide impressions; 113M Monthly US Uniques
- Unique & Exclusive Inventory
- Custom Audience Targeting Through a PMP
- Programmatic CTV/OTT, Display and Video
- Audience Insights & Data

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- Third-party brand safety vendors include: BetterAds.org compliant and Confiant
- Ranked in top 10 on Comscore's Multi-Platform Ad Ecosystem
- Dedicated team to oversee performance

Get in touch! For more information about Display, CTV and video opportunities, please contact: Michelle Gable - mgable@underdogmedia.com

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