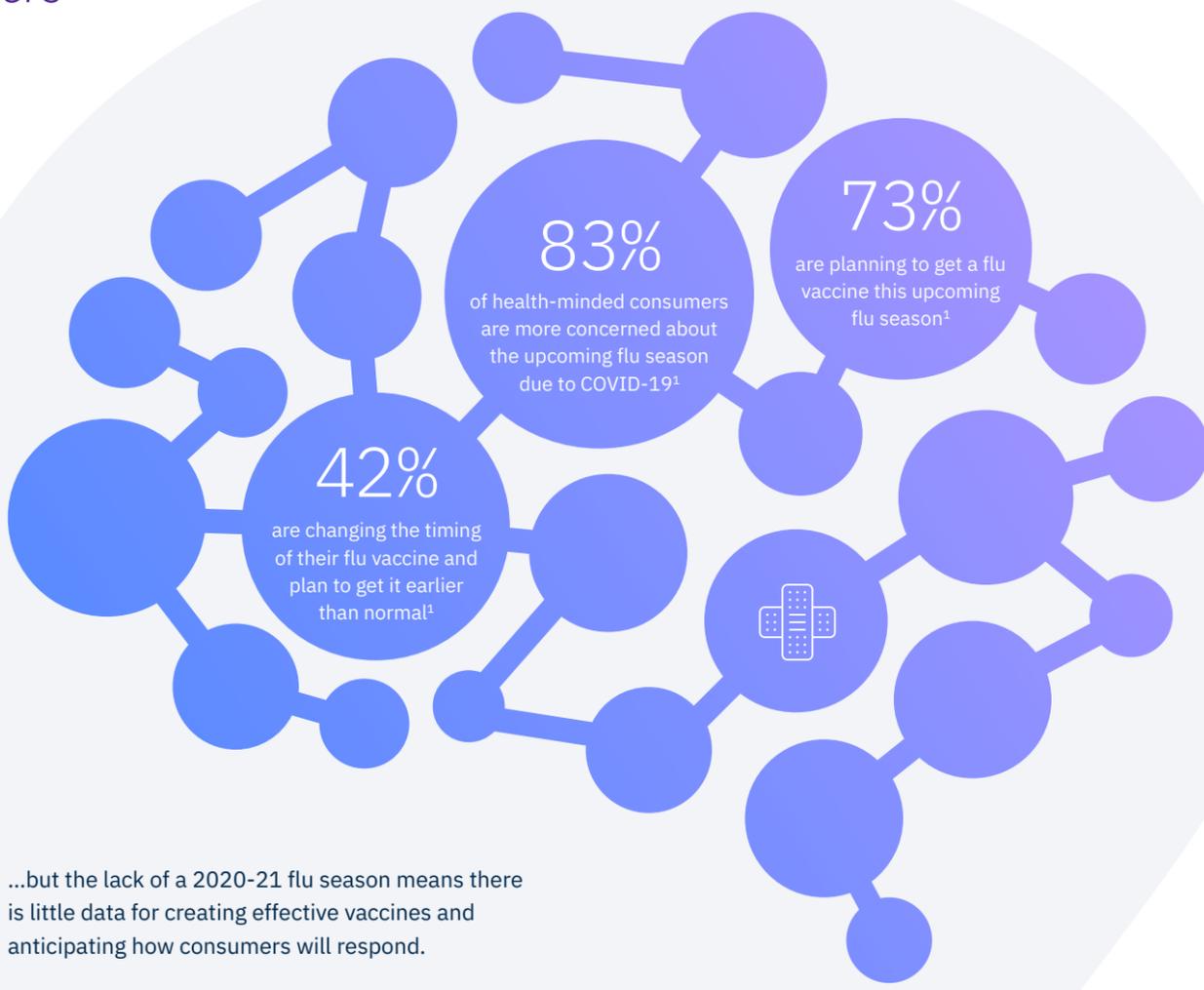


Flu Season 2021:

Smart Planning for the Unpredictable

*Flu is on
consumers'
minds...*



With so many uncertainties, how can health marketers effectively engage consumers and deepen relationships while optimizing media spend?

New AI technologies are designed to:

- Lean into privacy-friendly data signals to mitigate the data anomaly of 2020
- Efficiently communicate to niche audiences or individuals at scale
- Build direct relationships with digital customers for lasting brand affinity

Applying AI to weather data helps health marketers connect with consumers with valuable and timely messages.

- Humidity and temperature play a significant role in flu virus transmission.
- 2020 saw a 34% year-over-year increase in flu sufferers who used weather forecasts and information to help manage their symptoms.¹
- In 2020, 32% more flu sufferers used weather apps and mobile sites to manage flu symptoms, more so than health apps and online doctors.¹

Success Stories



Applied AI to weather data, anonymized health information and other inputs to send pertinent messages during consumer decision-making moments.



Created COVID-19 vaccine-oriented messaging and creative that adapted according to the targeted microsegment at scale.

Ready to see how IBM Watson Advertising can help you plan for flu season?

[Contact us](#) today.

¹ Based on internal IBM Watson Advertising data

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