High-Precision Data for the Modern Health Marketer

Condition-level signals and wellness behaviors to reach your most relevant audiences at the right moment.

The Alesco Data Health & Wellness Database delivers deterministic consumer intelligence purpose-built for healthcare marketers, wellness brands, and pharmaceutical advertisers, providing verified visibility into condition-specific interests, healthy living behaviors, and life stage signals. Built from behavioral, transactional, and multi-source demographic data, this dataset empowers brands to connect with consumers who have demonstrated active interest in specific health conditions and wellness outcomes. With a targeted suite of health-specific deterministic segments, our taxonomy enables precise activation across the full wellness lifecycle, from condition-based pharma targeting to new parent outreach.

Strategic Taxonomy Highlights

Not all health audiences are created equal. Our Health & Wellness taxonomy delivers condition-level signals, life stage indicators, and verified wellness behaviors so marketers can move beyond broad category targeting and connect with consumers whose health interests are confirmed and specific.

Category	Representative Segments	Stategic Audience Persona
Healthy Living	**Segments:** Healthy Living Enthusiast, Dieting Interest, Smoker **Attributes:** Verified wellness interest indicators, lifestyle behavior signals, smoking status indicators	**The Wellness Seeker:** Consumers identified by active healthy living behaviors and wellness interests, ideal for nutrition brands, fitness products, and lifestyle-focused campaign targeting.
Condition & Ailment Targeting	**Segments:** Asthma, Diabetes, Depression, High Cholesterol, Blood Pressure **Attributes:** Condition-specific interest signals, ailment category indicators, multi-condition engagement	**The Condition-Aware Consumer:** Consumers with verified interest in specific health conditions, ideal for pharmaceutical advertisers, health insurance providers, and condition-specific product targeting.
Diet & Weight Management	**Segments:** Heart Health, Weight Management, Prediabetic, High Cholesterol, Blood Pressure **Attributes:** Diet concern signals, weight management indicators, health condition triggers	**The Health-Conscious Optimizer:** Consumers identified by diet concern and weight management signals, ideal for heart health brands, pharma, and wellness campaigns.
Life Stage & Prenatal	**Segments:** New Parents 30 Days, New Parents 90 Days, New Parents 180 Days, Prenatal **Attributes:** Newborn timing indicators, prenatal signals, new parent life event triggers	**The New Parent:** Consumers identified at the earliest stages of parenthood, ideal for baby product brands, pediatric health services, and family-focused campaign activation.

Primary Use Cases & Activation

- **Condition-Based Pharma Targeting:** Reach consumers with verified interest in specific conditions including asthma, diabetes, depression, and high cholesterol to deliver relevant pharmaceutical and treatment messaging.
- **Health Insurance Prospecting:** Identify consumers with confirmed condition-specific interests and weight management signals to target high-intent health insurance prospects before open enrollment.
- **Wellness & Nutrition Campaign Activation:** Activate against verified healthy living enthusiasts and dieting interest segments to reach consumers actively engaged in nutrition, fitness, and lifestyle improvement.
- **Diet & Weight Management Targeting:** Reach consumers identified by heart health, prediabetic, and weight management signals to deliver condition-relevant diet products and wellness solutions.
- **New Parent & Prenatal Outreach:** Target consumers at confirmed prenatal and new parent life stages within 30, 90, and 180 days of birth to reach families at their highest-need moments.
- **CRM Enrichment & Health Data Appends:** Append verified condition-specific interests, wellness behaviors, and life stage signals to existing customer records to deepen audience intelligence and improve campaign relevance.

Our premium deterministic segments are fully integrated within the **LiveRamp** ecosystem, ensuring a privacy-first transition from data to delivery. Whether you are optimizing for reach or conversion, these audiences are ready for immediate activation across **all major DSPs,** including **The Trade Desk** and **Google Display & Video 360 (DV360)**. Simply select our health and wellness taxonomy to fuel your next omnichannel campaign with unparalleled accuracy.

/LiveRamp

theTradeDesk

Google Display & Video 360