

## Custom Health Awareness Segments

Below is a representative sample of audience segments that DeepIntent builds and uses to deliver digital advertisements on the internet. These segments are created from user data based on demographic attributes such as age, gender, education level, neighborhood affluence, or residence in a broad geographic region.

### Relevant Condition for Awareness Segments | Sampling of data used for targeting

Type 2 Diabetes Awareness | Age, Household Income, State of Residence, Occupation

COPD Awareness | Age, Household Income, State of Residence, Occupation

Dry Eye Awareness | Age, Occupation, Household Income, Lifestyle

Irritable Bowel Syndrome Awareness | Age, Household Income, State of Residence, Occupation

High Cholesterol Awareness | Age, Education, Household Income, State of Residence, Children in Household

Severe Asthma Awareness | Age, Gender, State of Residence, Children in Household

Migraines Awareness | Age, Gender, Household Income, State of Residence, Children in Household