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INTRODUCTION

As start-ups enter the arena and a greater emphasis is placed on ownership over one's mental, physical, and emotional wellbeing, the health & fitness industry has become increasingly ever-changing.

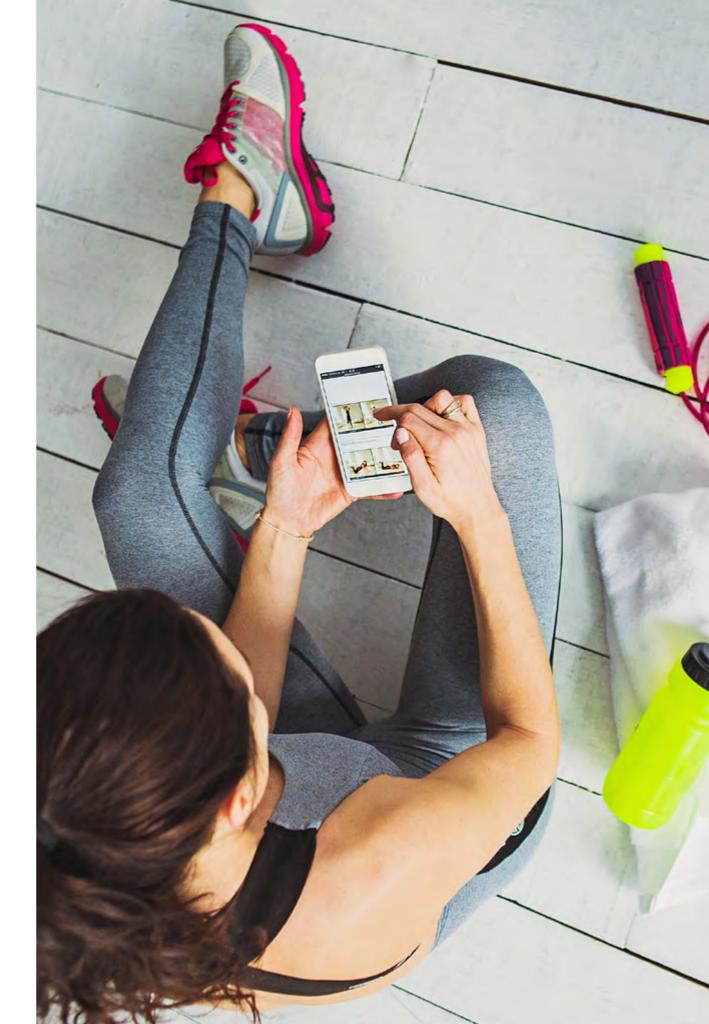
For marketers in these industries, giving competitors a run for their money means putting in a few extra hours at the marketing gym. In the U.S., revenue from the fitness sector is expected to hit \$17.93 billion in 2020, and products that improve mobility, monitor health and wellness, track fitness or attempt to improve quality of life are noted to be among the fastest-growing IoT (internet of things) products.

In a growing health & fitness market, innovation is the key to staying strong.

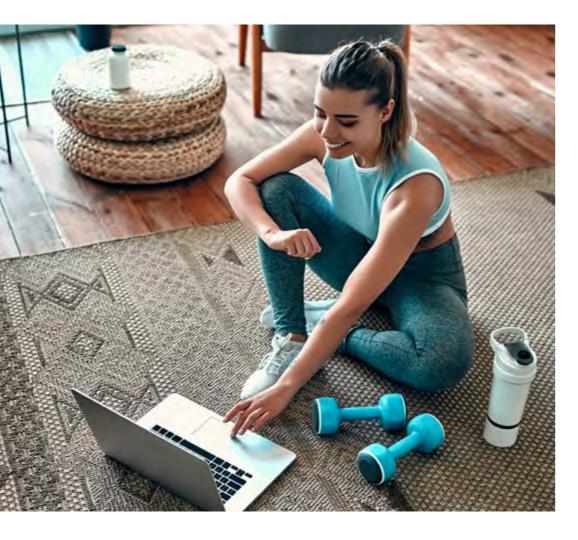
That's where online marketing efforts come in.







HEALTH & FITNESS ADVERTISING IN THE **DIGITAL AGE**



Today, people are turning more than ever to the 6" x 3" devices in the palm of their hands to help them manage their health, fitness, and overall wellness.

Taking matters into their own hands. By 2022, the total number of fitness app users is expected to surpass 353 million. 3

A new way to set appointments. In 2019, 77% of healthcare customers reported going online to make appointments with their doctors. 4

You likely understand at this point that health & fitness marketers today are up against a major shift to digital resources, and are speaking to consumers with more power over their health and fitness than ever before.

Today, you're likely already using search and social channels to reach consumers. Discovery, the third pillar of any successful digital strategy, complements them both—it's the most effective way to reach the people who haven't seen your brand yet, and to reach your audience with the right content, in the right place, at the right time.

In this report, we'll uncover the data-driven insights you need to build a successful discovery campaign for your health & fitness brand.

Statista: https://www.statista.com/outlook/313/100/fitness/worldwide#market-revenue





The **who, what, when, where, and how** behind today's most successful health & fitness discovery campaigns.

We're going beyond just the benchmarks and highlighting where on the open web your brand has the greatest opportunities.

We define opportunities for several types of targeting tactics—from content types, to time of day, and more. For each of these, opportunity is found at the intersection of supply and demand. When there is high demand for health & fitness content but low supply, that signals a high opportunity for brand success.

In this context, we define 'demand' as a click-through-rate (CTR). If someone is clicking on a piece of content, we assume that means they want to see it. Supply is defined as the percentage of spend that marketers have allocated toward a type of content on our network.

The data in this report is based on campaigns from all types of advertisers in the health & fitness industry—including gyms, fitness apps, medical practices, and more—encompassing 48,418,745,364 impressions and over 67,764,069 clicks.

Opportunity differs for every industry.

CONTINUE ON TO DISCOVER DATA-DRIVEN INSIGHTS BEHIND:

- The **audiences** you should target, test and optimize
- The content types with the largest opportunity
- The best **times** of year, week, and day to reach your audience
- The **platforms** and **countries** with high potential for campaign success
- The KPIs being targeted by your competitors, and how to measure and A/B test them effectively.

WHO SHOULD YOU TARGET?

The Right Way to Use Audience Segments and Data



HOW TO FIND YOUR PERFECT AUDIENCE

Marketers tend to assume that they know their audience, and they do, but there's often more to it than that.

The only way to know for certain is to do a deep dive into the activity happening on your own campaigns—understanding who responds to your content is exactly what you need at the beginning of a campaign to get the content and targeting right.



HERE'S A TARGETING FLOW WE RECOMMEND FOR A MONTH-LONG CAMPAIGN:

WEEK 1

To start, cast a wide targeting net—in fact, we often recommend no targeting at all to start.
This gives a clear look into who is responding to your campaigns without any bias.

WEEK 2

Take stock of Week 1's results. Who responded? Are you surprised by location, gender, or interests? Choose several audience segments to test based on these initial results.

WEEK 3

This is a good time to take a look at creative performance. Are your headlines, photos, or videos resonating with your audience segments? A/B test different combinations to find the right fit.

WEEK 4

Analyze your campaign and think about what you found surprising. Test new audiences in order to expand your reach going forward.

REPEAT

Now it's back wide targeting, assessing results, and landing on new audiences to test.

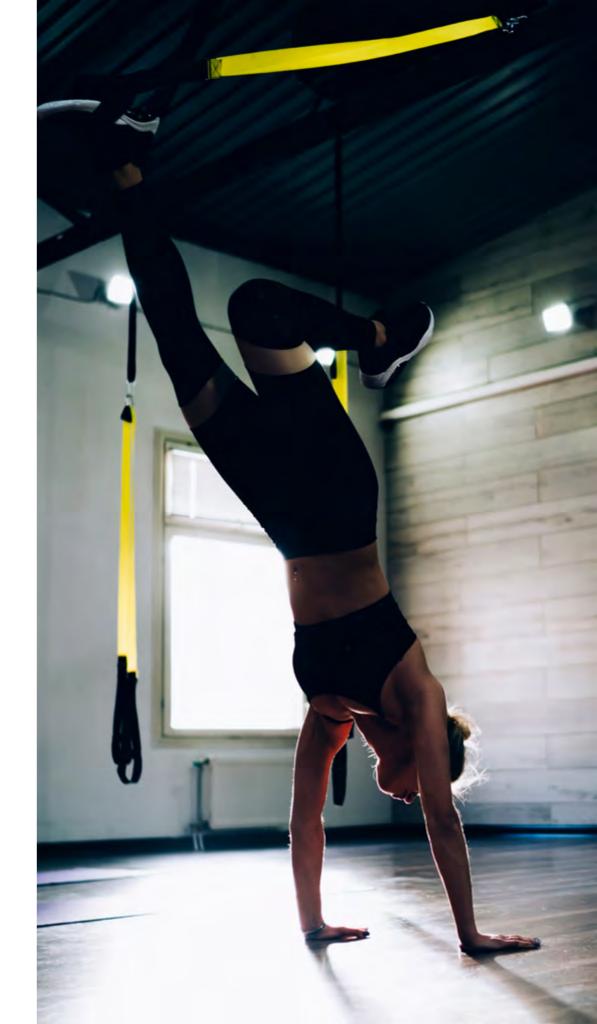
USING DATA FOR SUCCESS

Our data marketplace includes data from leading data-providers as well as data of our own.

Try testing some of these segments in your next campaign:

- Interest > Health > Natural Products
- Interest > Health > Exercise > Exercise Videos
- Interest > Health > Healthcare

And many, many more!



WHAT CONTENT SHOULD YOU DISTRIBUTE?

How to Choose Between Articles, Product Pages, Video and More

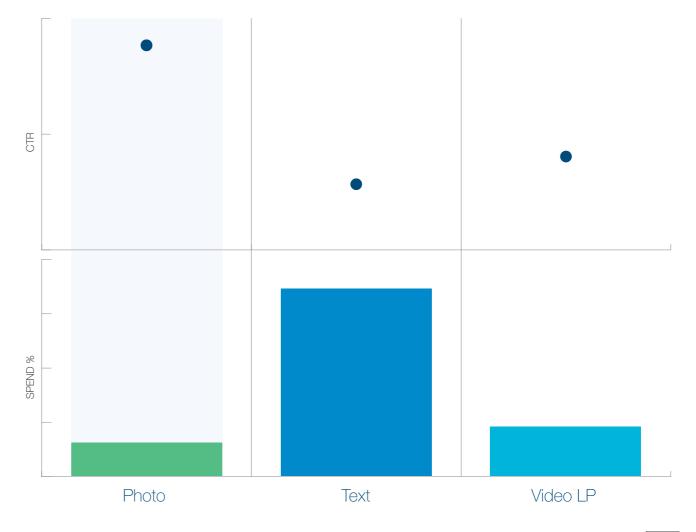


HIGH OPPORTUNITY POST-CLICK CONTENT TYPES

Creating text-based content can be a tempting way to reach health & fitness consumers, but there may be a more captivating way. Creating content in the form of photos has the opportunity to create a more captivating experience.



Discovery Content Type Performance for the Health & Fitness Vertical Worldwide , 2020 Supply⁵ of Health & Fitness Content vs. Consumer Demand by Content Type



⁵ Supply is indicated by the percentage a market spends on health & fitness content

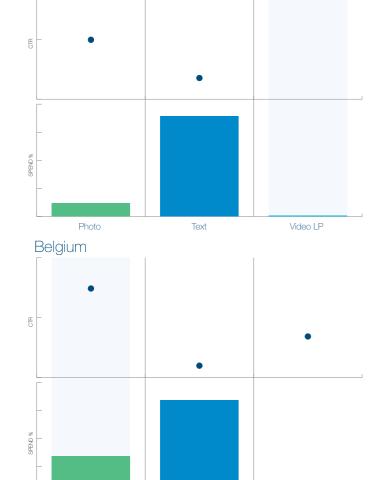
⁶ Consumer demand is indicated by the average calibrated CTR for health & fitness content

HIGH OPPORTUNITY POST-CLICK CONTENT TYPES, BY COUNTRY

Across the globe, text-based content is also quite high in supply, but video landing pages tend to hold great opportunity.

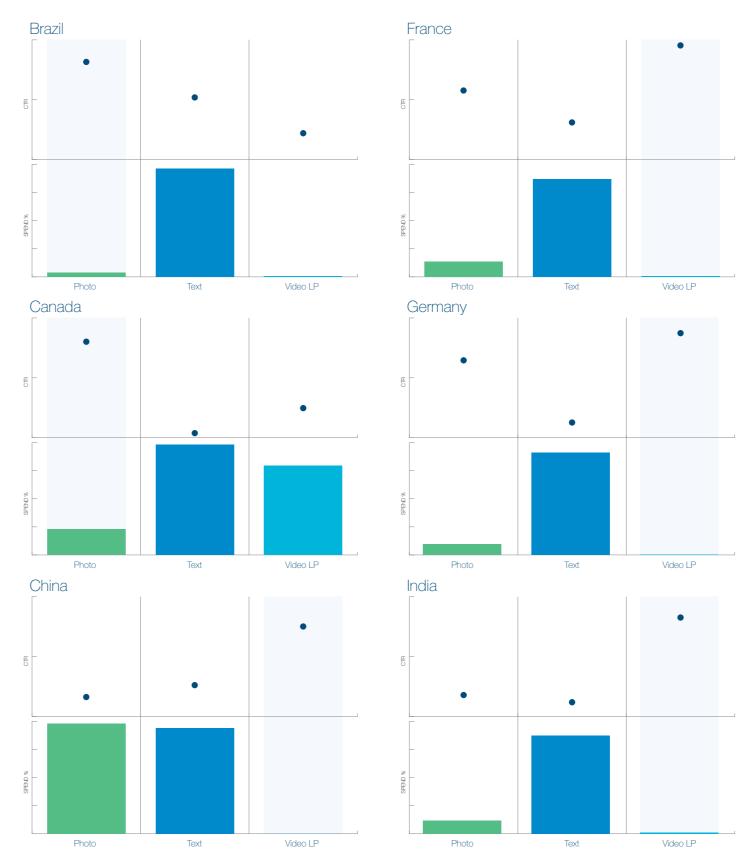
Australia

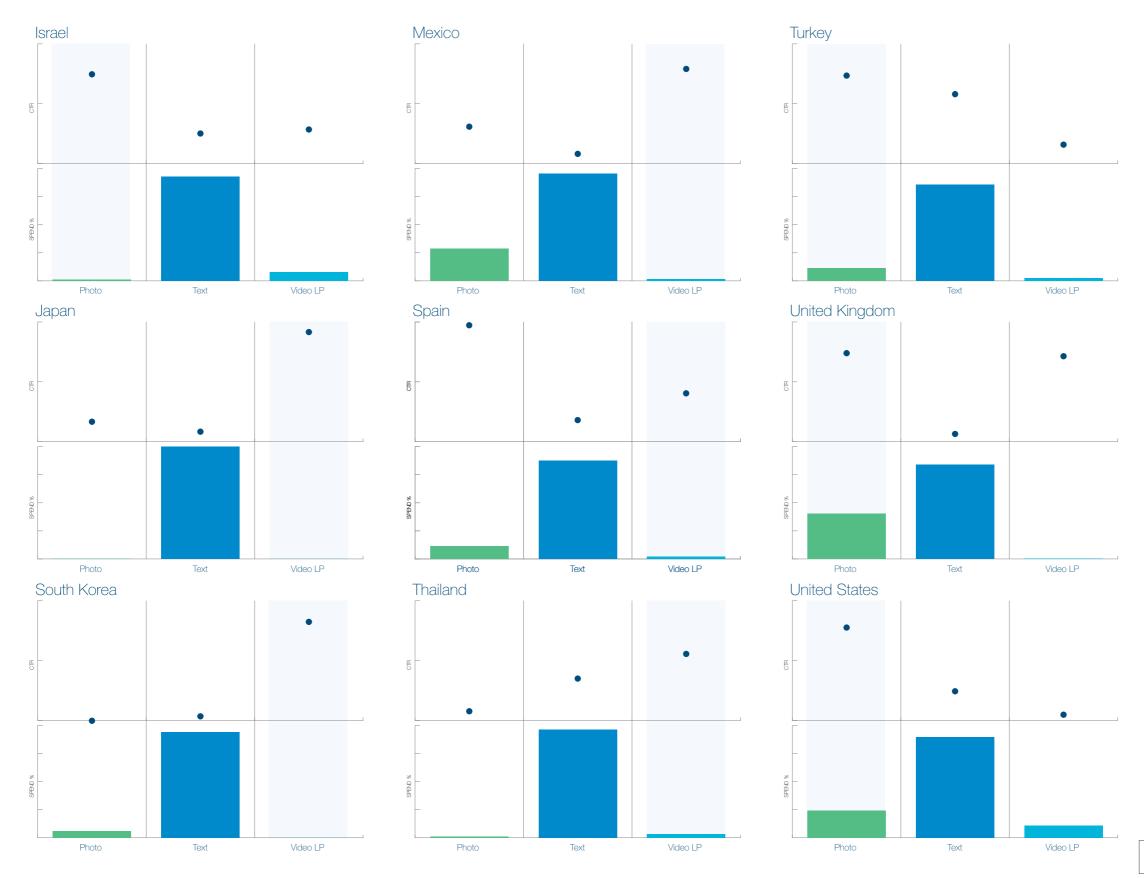
Photo



Text

Video LP

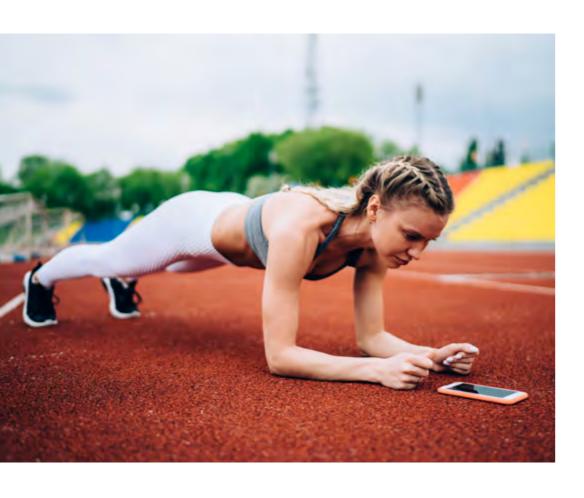






VIDEO ADS:

Data-Driven Insights Behind What Makes a Good One



LESS THAN 30 SECONDS

Our video length recommendation. Short and sweet is key.

OPTIMIZE FOR SOUND OFF

Include subtitles in case your consumer is in the office, doesn't have headphones, or just doesn't want video with sound.

THREE

The number of video creatives we recommend you test for optimization.

LOGO

If brand awareness is your goal, include your logo on-screen at all times.

END CARD

Leave your viewers with an action item—an end card is a great way to direct them to your website or more content.

VIDEO EXAMPLE: Orange Theory

















SPONSORED CONTENT:

Capture
Attention When
Promoting
Articles and
Photo Galleries

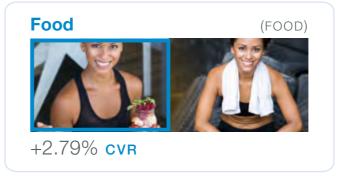
WORLDWIDE TRENDS: IMAGE PERFORMANCE

When it comes to increasing conversions targeting purchases, there are a few image characteristics that stand out.

CTR IMPACT FOR HEALTH & FITNESS IMAGES

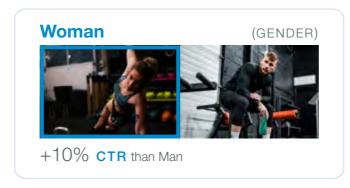
Based on data from Taboola Trends, black & white images containing food without text increase click-through-rates (CTR) the most.

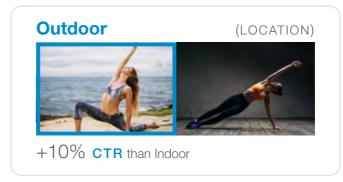












SPONSORED CONTENT:

Tell Consumers What You Have To Offer

WORLDWIDE TRENDS: KEYWORD PERFORMANCE

Headlines are another large part of campaign success for all native advertisers. This chart indicates performance for the most popular keywords worldwide.

CTR IMPACT FOR HEALTH & FITNESS KEYWORDS

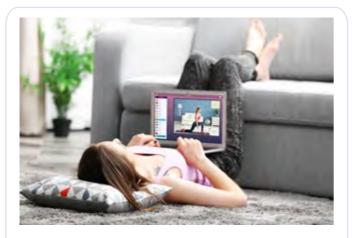
Strong Engagement Keywords (Keywords with high demand)		
Things	+55%	CTR
Foods	+53%	CTR
Eat	+48%	CTR
(Region Capitalized)	+46%	CTR
Healthy	+42%	CTR
Liver	+41%	CTR
Will	+40%	CTR
People	+37%	CTR
Ignore	+34%	CTR
Day	+34%	CTR

Strong Competition Keywords (Keywords with low demand)		
Plants	-47% CTR	
Year	-45% CTR	
Skip	-39% CTR	
Neck	-38% CTR	
Incredible	-38% CTR	
Cpap	-36% CTR	
Device	-36% CTR	
Invisible	-35% CTR	
Aids	-32% CTR	
Aid	-32% CTR	

Opportunity Keywords (Keywords with low supply and high demand)		
Bell	+48% CTR	
Alarm	+48% CTR	
Exercising	+48% CTR	
Cruises	+48% CTR	
Officials	+48% CTR	
Elderly	+48% CTR	
Ticket	+47% CTR	
Cancer-Causing	+47% CTR	
Protection	+47% CTR	
Raise	+47% CTR	

SIX SAMPLE CAMPAIGNS

Based on the image and keyword data from Taboola Trends, these six campaigns would be likely to succeed.



Ten Things You Can Do At Home To Better Your Health

HEALTH & FITNESS WEBSITE



This Is How To Stop Ignoring Your Early Workout Alarm

HEALTH & FITNESS WEBSITE



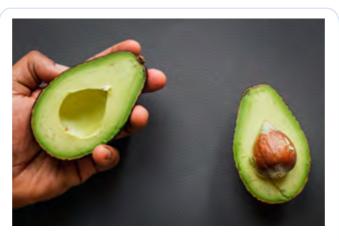
Eat This Food Daily For A Healthier Liver

HEALTH & FITNESS WEBSITE



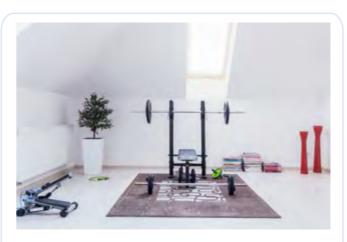
Help Your Elderly Relatives Exercise With This App

HEALTH & FITNESS WEBSITE



Ten Ways To Raise Your Good Cholesterol

HEALTH & FITNESS WEBSITE



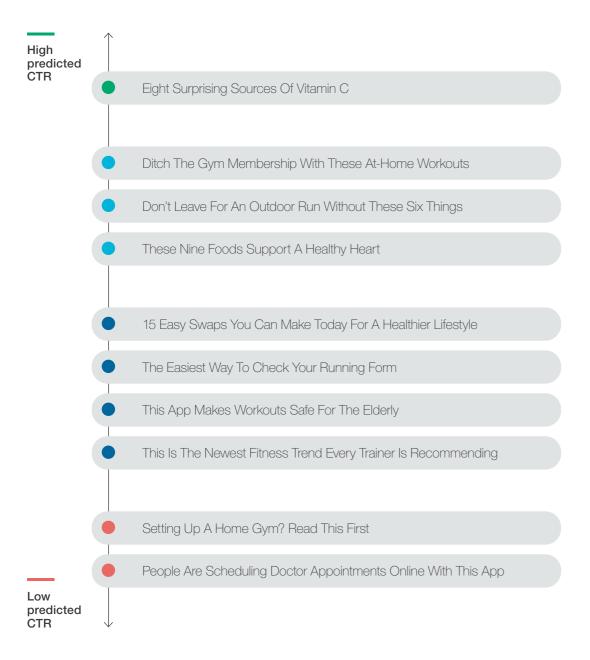
Seven Things Every Home Gym Should Have

HEALTH & FITNESS WEBSITE

PUTTING TEN HEADLINES TO THE TEST

Using our Title Analyzer, we tested out ten headlines using the above keywords to find out which came out on top.

Here are the headlines we tested:

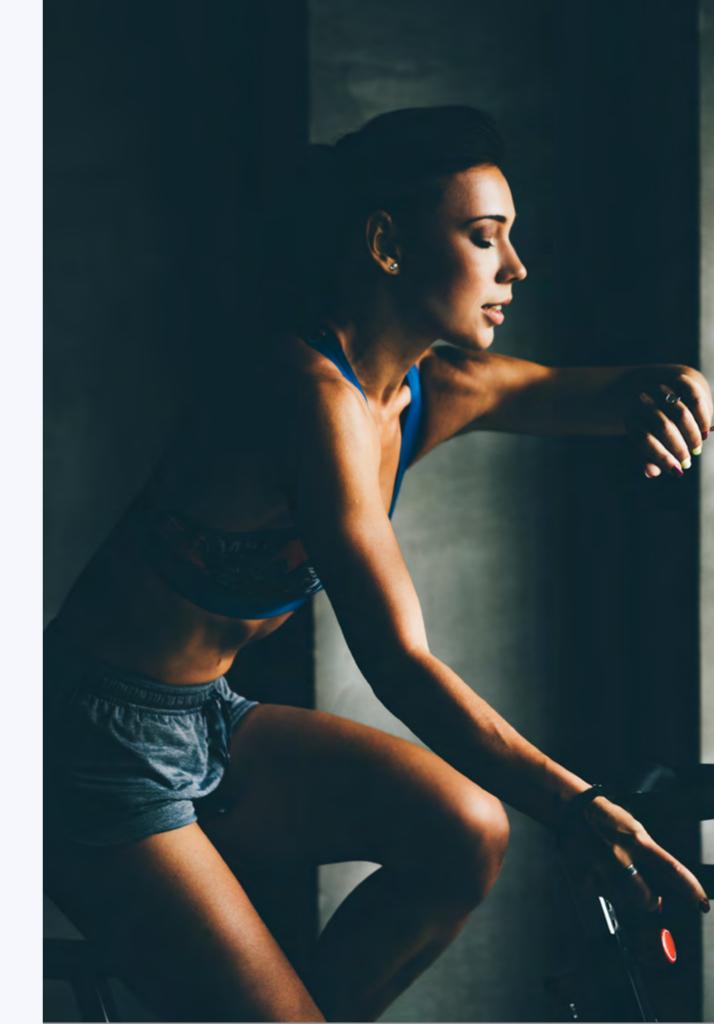


KEY TAKEAWAYS:

- 1 Surprise and delight. Let consumers know that what's inside may surprise them, and it may be information that they don't already know.
- Question of the properties of the properties
- What not to do. It's helpful for consumers to know what to do, but it's even more helpful for them to know what they shouldn't be doing, forgetting, etc.

WHEN IS THE BEST TIME TO REACH YOUR AUDIENCE?

Time of Year, Week and Day with the Highest Opportunity



HIGH OPPORTUNITY TIME OF YEAR

In Q1, the health & fitness space can be crowded. Reach people looking to re-up abandoned New Year's resolutions in Q2 and again in Q3.

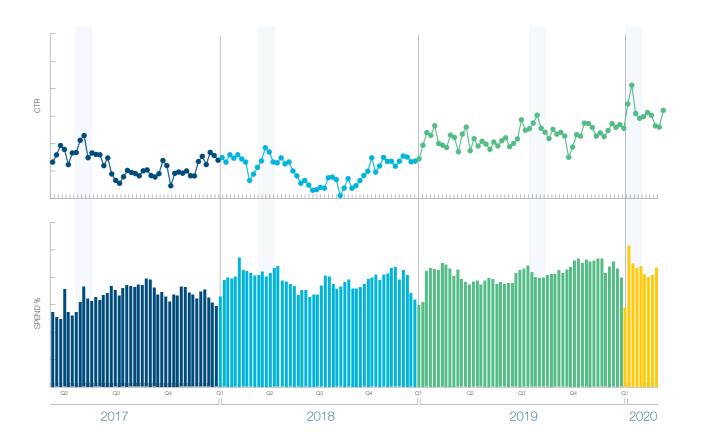


TIP

Try increasing your budget in Q2 and Q3.

Discovery Market Opportunity by Time of Year for the Health & Fitness Vertical Worldwide

Month over Month Supply⁷ of Health & Fitness Content vs. Consumer Demand⁸



 $^{^{\}scriptscriptstyle 7}$ Supply is indicated by the percentage a market spends on health & fitness content

⁸ Consumer demand is indicated by the average calibrated CTR for health & fitness content

HIGH OPPORTUNITY DAY OF THE WEEK

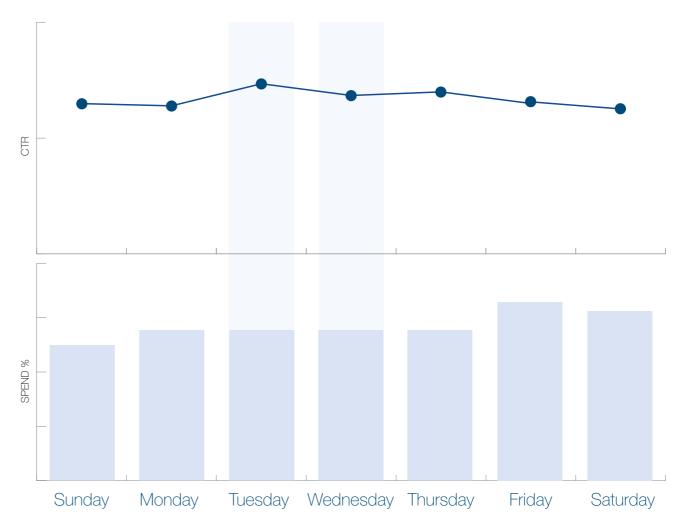
To reach health & fitness consumers, the greatest opportunity occurs on Tuesday and Wednesday, right in the middle of their weeks.



TIP

Test health & fitness campaigns on Tuesdays and Wednesdays when demand is high and supply is low.

Day of Week Performance for the Health & Fitness Vertical Worldwide, 2020 Supply⁹ of Health & Fitness Content vs. Consumer Demand¹⁰ by Day of Week, 2020

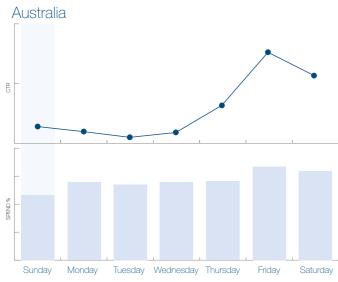


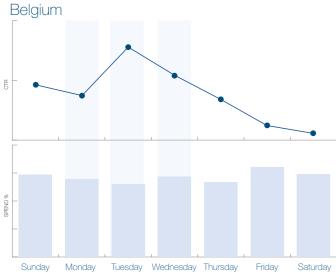
⁹ Supply is indicated by the percentage a market spends on health & fitness content

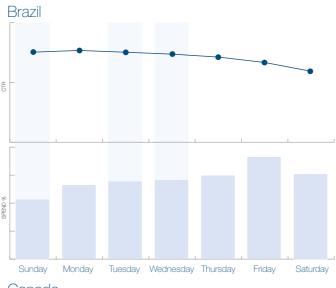
¹⁰ Consumer demand is indicated by the average calibrated CTR for health & fitness content

HIGH OPPORTUNITY DAY OF THE WEEK, BY COUNTRY

Globally, the middle of the week dominates with opportunity, matching the worldwide trend.

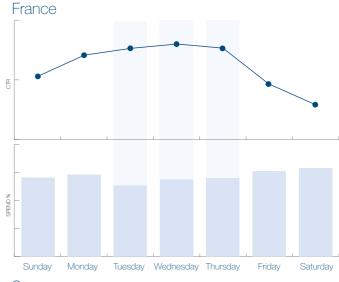




















HIGH OPPORTUNITY TIME OF THE DAY

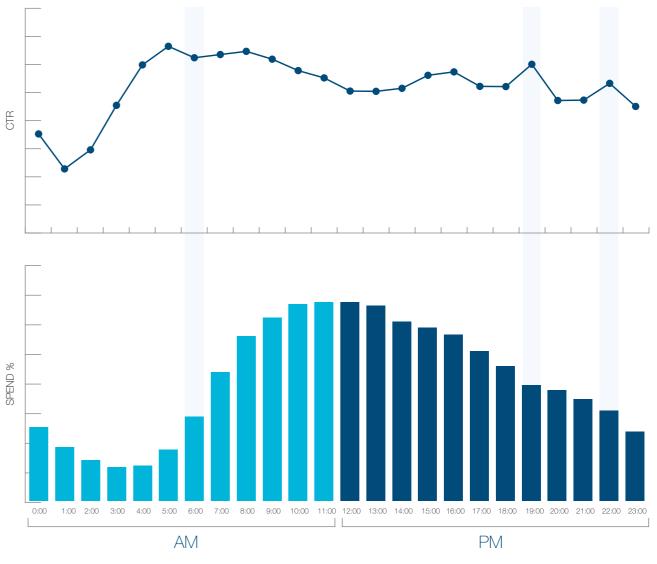
The greatest opportunities for marketers to reach health & fitness consumers happen right as they're waking up, the late evening, and just before bed.



TIP

Test campaigns at 6am, 7pm, and 10pm local time.

Time of Day Performance for the Health & Fitness Vertical Worldwide, 2020 Supply¹¹ of Health & Fitness Content vs. Consumer Demand¹² by Time of Day, 2020

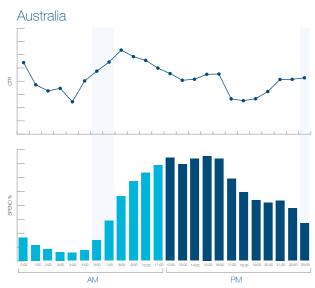


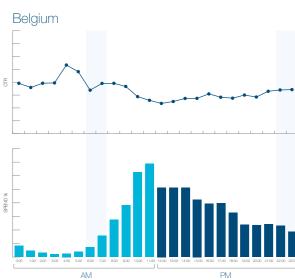
¹¹ Supply is indicated by the percentage a market spends on health & fitness content

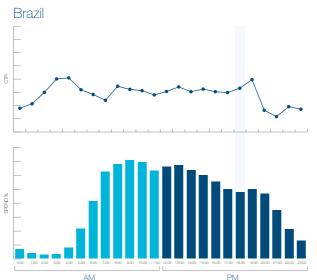
¹² Consumer demand is indicated by the average calibrated CTR for health & fitness content

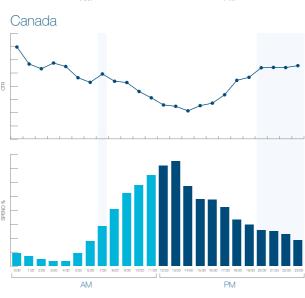
HIGH OPPORTUNITY TIME OF THE DAY, BY COUNTRY

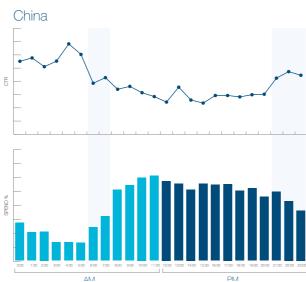
Globally, there are times of opportunity early in the morning, again in the evening, and then late at night. Country by country, high opportunity times differ, but late night hours show up across the board.

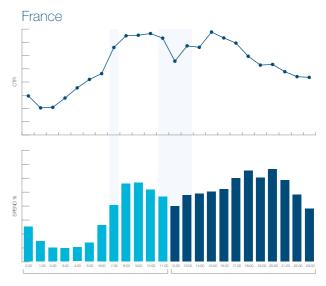


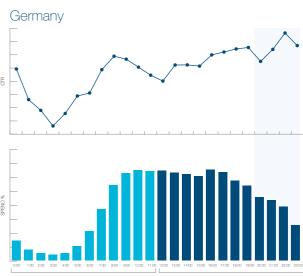


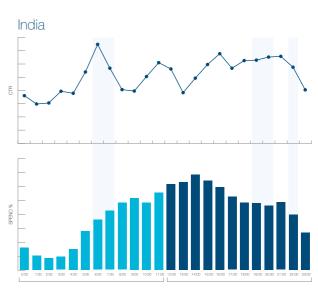


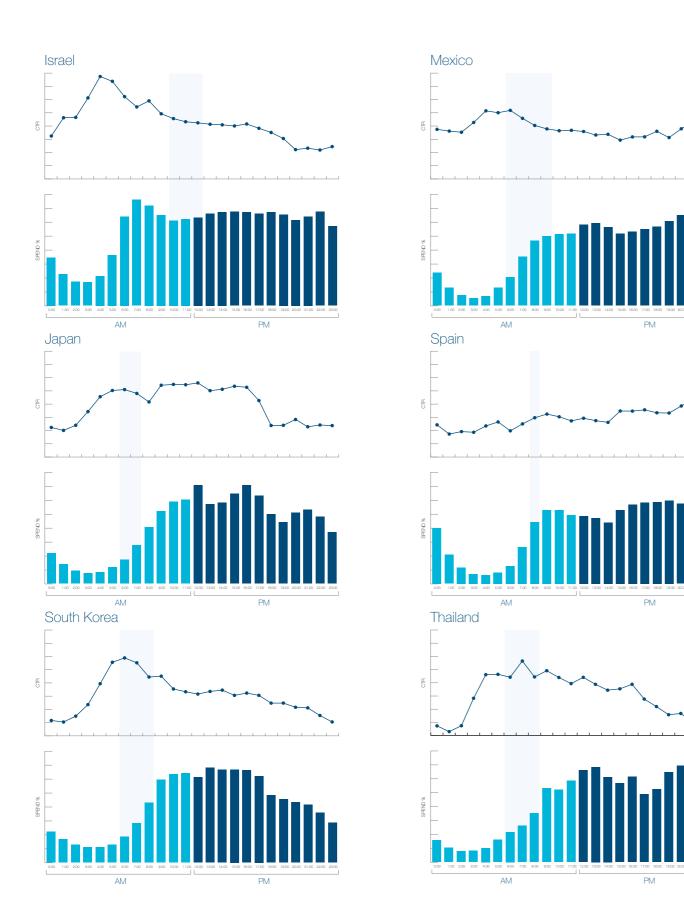


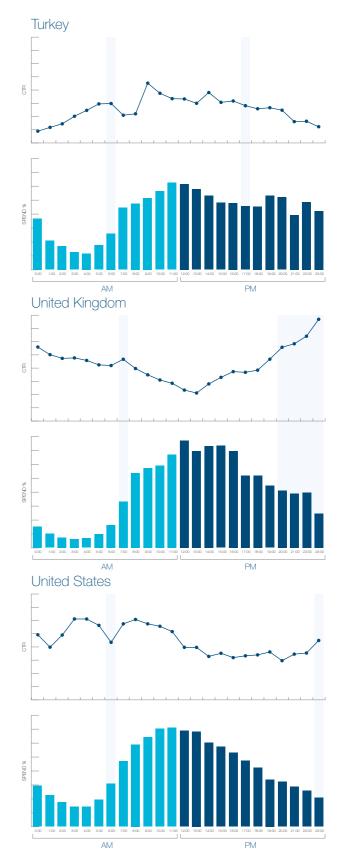






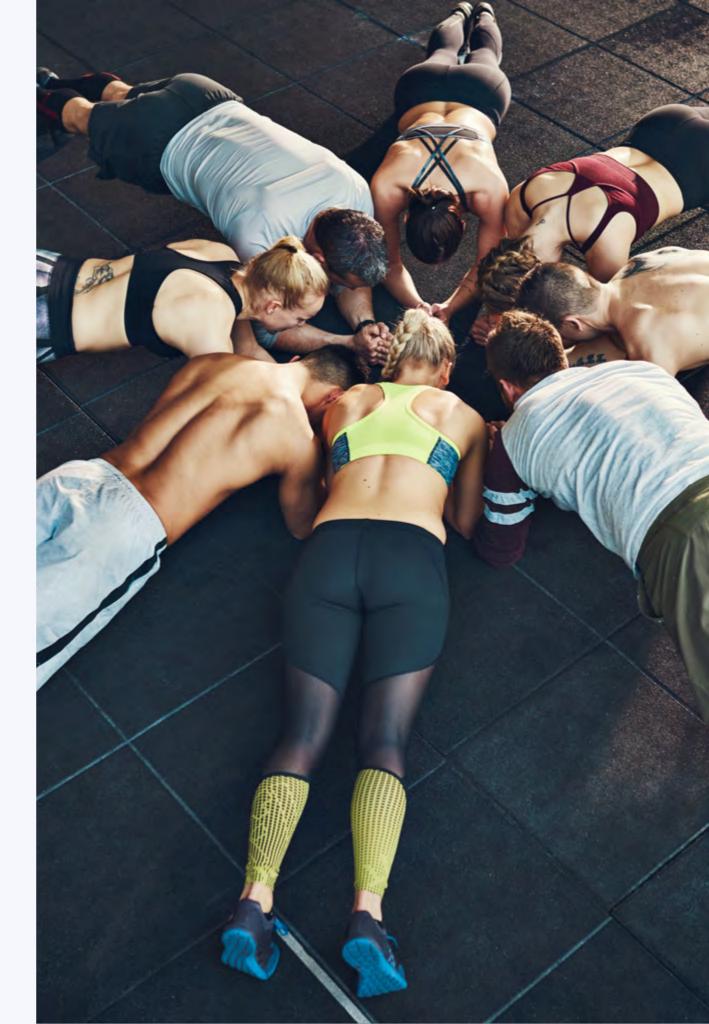






WHERE IS YOUR AUDIENCE?

Targeting by Device, Country and Site



HIGH OPPORTUNITY DEVICES

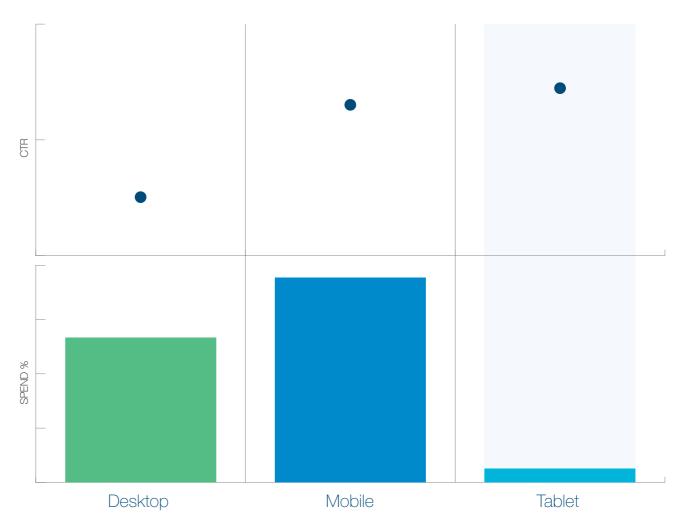
Across desktop, mobile, and tablet, supply of health & fitness content is the highest on mobile devices, but the greatest opportunity is found on tablet devices,



TIP

Test tablet device targeting for your next campaign.

Device Performance for the Health & Fitness Vertical Worldwide, 2020 Supply¹³ of Health & Fitness Content vs. Consumer Demand¹⁴ by Device, 2020

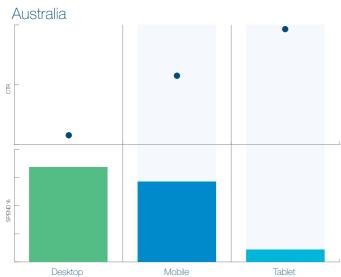


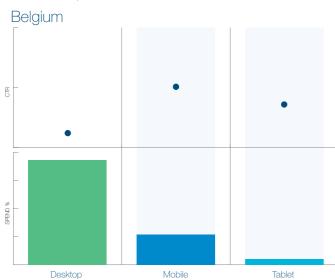
¹³ Supply is indicated by the percentage a market spends on health & fitness content

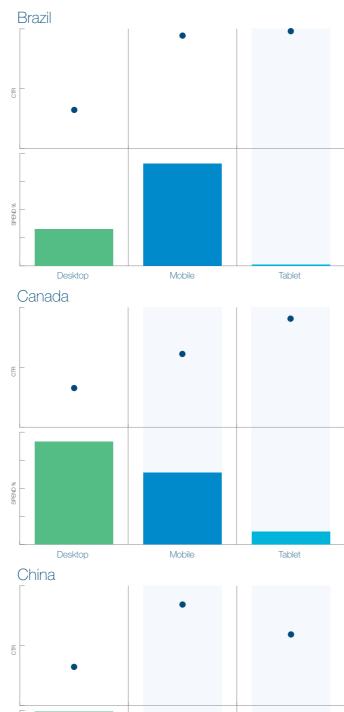
¹⁴ Consumer demand is indicated by the average calibrated CTR for health & fitness content

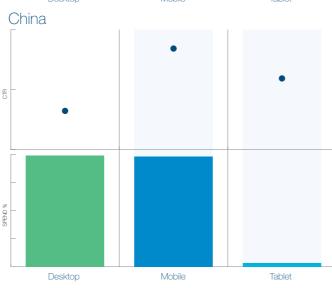
HIGH OPPORTUNITY DEVICES, BY COUNTRY

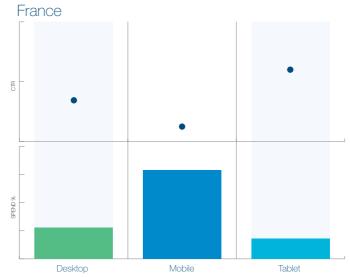
Across the board, tablet targeting holds great opportunity. Reach consumers on their tablets to stay a step ahead of the competition.

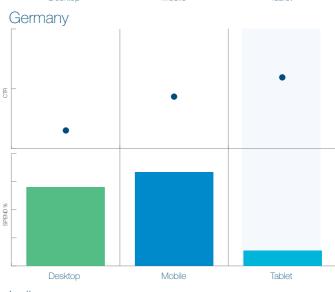


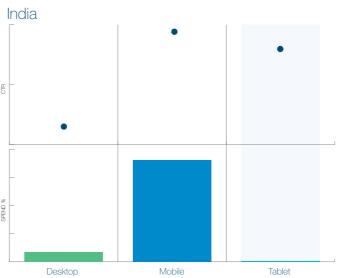


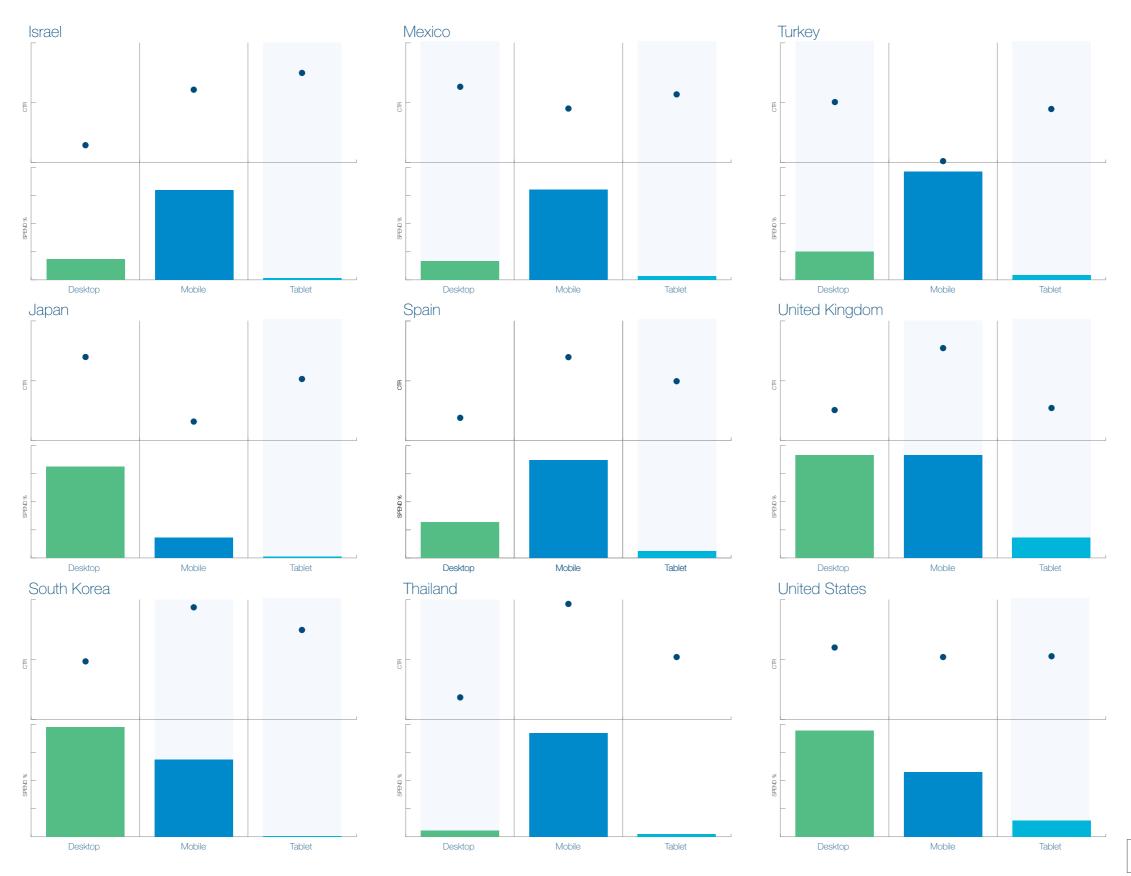














When selecting which sites to advertise on, the assumption tends to be that marketers will see the most success if their ad fits contextually alongside the content of the site.

However, this isn't always the case. The only way to know for sure? Data. Similarly to audience targeting, you'll want to start by casting a wide net, see which sites perform best, and then optimize from there.

HERE'S A TARGETING FLOW WE'D RECOMMEND FOR A MONTH-LONG CAMPAIGN:

WEEK 1

Keep your targeting
as wide as you're
comfortable with—we
recommend using brand
safety measures like
black lists if you need to
exclude certain sites.

WEEK 2

Check in here. Where did your ads perform best? Are you surprised by the vertical? Choose several sites to test based on this.

WEEK 3

Take a look at creative performance. Are your headlines, photos, or videos resonating with every site? A/B test different combinations to find what works best.

WEEK 4

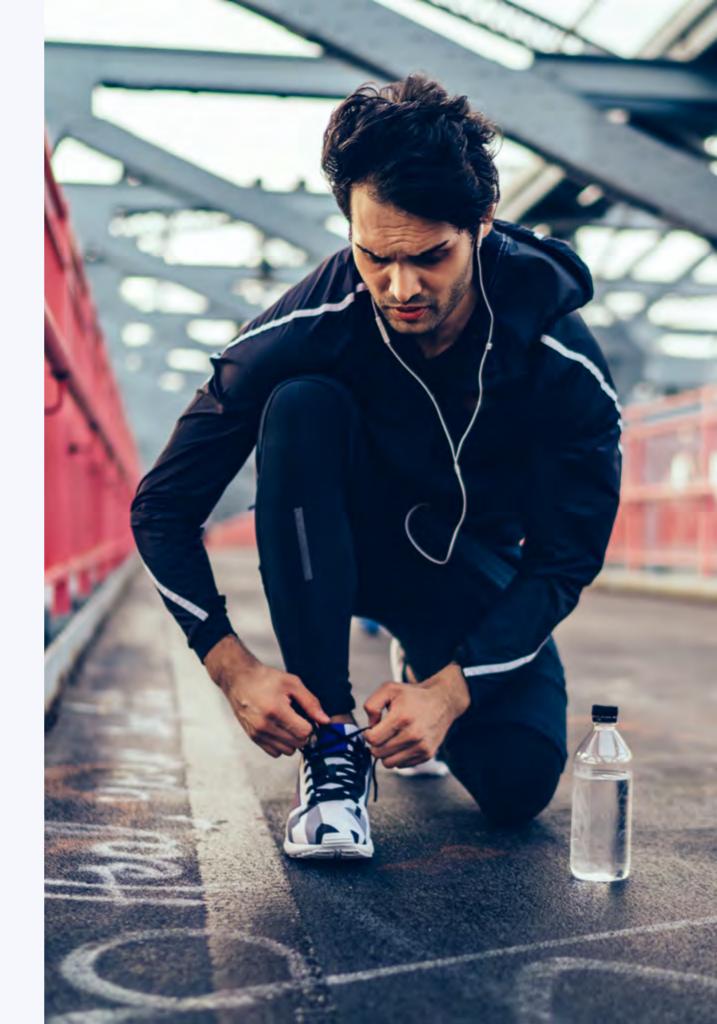
Take a look back at what surprised you, and test new sites in order to expand your reach in the future.

REPEAT

Return to targeting broadly, analyzing and assessing the results, and finding new sites to test.

HOW DO YOU MEASURE?

Here's What the Competition is Tracking



COMMON KPIs

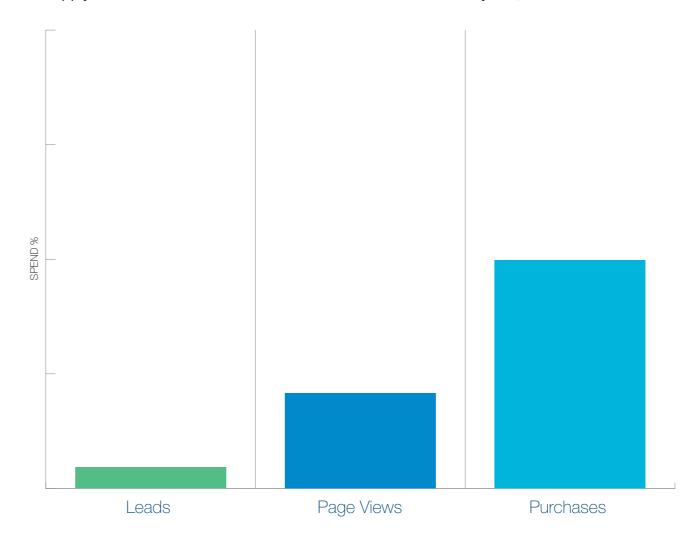
Among health & fitness marketers, the most commonly targeted KPI is pageviews.



TIP

Try testing a KPI of increased pageviews.

Most Used KPI for the Health & Fitness Worldwide, 2020 Supply¹⁵ of Health & Fitness Content vs. Consumer Demand¹⁶ by KPI, 2020



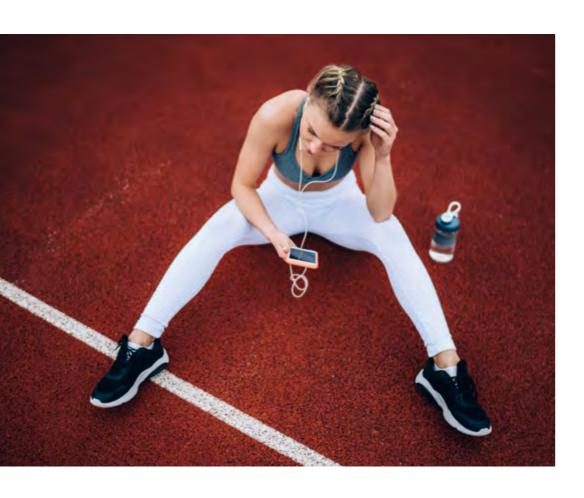
¹⁵ Supply is indicated by the percentage a market spends on health & fitness content

¹⁶ Consumer demand is indicated by the average calibrated CTR for health & fitness content



TO SUM IT UP...

We shared a lot of information here—the who, what, when, where and how of health & fitness discovery campaigns, and how you can apply them to your own campaigns.



HERE ARE FIVE TAKEAWAYS:

- **Who.** You might be surprised to find out who's really interested in your brand. Be willing to test and don't always assume that you know the full extent of your audience.
- **What.** To better reach consumers in the market for health & fitness products, give photos a try.
- When. Reach consumers when they're most likely to be receptive—don't ignore Q2 and Q3, and focus on the early morning and late evening in the middle of the week.
 - Where. Tablet devices hold great opportunity—take advantage of it, and test campaigns that target them.
 - **How.** Finally, try targeting a KPI of pageviews with your next native campaign. There's a high opportunity for success there.



GET STARTED WITH TABOOLA



Taboola enables over 1.4B people to discover what's interesting and new at the moments they're most ready to explore.

Advertisers use Taboola to reach their target audience when they're most receptive to new messages, products and services.

We've Got the Tools to Help You

Taboola Pixel

Track multiple conversions by multiple audiences across multiple URLs.

Retargeting

Reach customers closer to the point of sale— target people who are more likely to convert.

Smart Bid

Automatically adjust the baseline bid to drive conversions or page views by site.

Lookalike Targeting

Model the behavior and characteristics of your current customers and use it to target similar audiences.

That's not all. Taboola has all of the targeting options you need for a successful discovery campaign—location, demographic, creative and more.

