

Public Abstract

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Title:TARGETING EFFECTIVENESS IN DIGITAL HEALTHCARE ADVERTISING

Throughout the past 300 years since the first ad was distributed via printed newspaper, the field of advertising has drastically changed. Specifically, with the introduction of online media, marketers and advertisers have sought to gain insight as to how this type of media is consumed moreover how advertisements in this space can be most effective.

An area of focus within online marketing remains to be healthcare advertising. Grounded in the Hornik et. al., (2013) study of information seeking and searching, a study with digital media users was conducted to gain a better understanding of how individuals seek healthcare information online. Elaborating off this theory, an analysis of how advertising in this field is affected was conducted, specifically looking at the context in which ad messages are presented to a digital media user.