

Direct Marketing to the Fit & Healthy Set in the US

Infocore's analysis of the US Health & Fitness market has uncovered 121 separate audiences which we've categorized into 8 groups based on consumer interests and behavior. The Categories represent various ways in which marketers can segment and select the exact consumers they want, at the particular moment those consumers are most likely to be responsive to an offer. Marketers can engage these audiences by email and direct mail with exceptional selection, precision, and ROI - delivering the right message at the right moment.

To learn more about reaching these US consumers, email AudienceLandscape@infocore.com and request more information about the Fit & Healthy Landscape Report.

