



2025 Media Kit

Our mission is to enable people to live better lives by empowering decisions and actions that improve well-being and health outcomes.

While our mission remains unchanged, **the way patients access health information has evolved.**

To stay aligned with this shift, we have created **new models for patient activation and engagement.**



WebMD is Evolving to ...



Evolving Marketplace

Dramatic Changes in Health Information Research Requires New Models for Activation

- Fundamental changes in SEO and AI Generated search results
- Social Sites playing a larger role in patients' "share of mind"
- Rise of social health influencers



WebMD Innovation

WebMD AIM platform activates in-market patients across social platforms

- Deep WebMD investment in technology and cross functional teams
- Omnichannel Patient Activation
- Advanced AQ measurement and Optimization
- 1PD Powered by AI informs patient activations



Brand Benefits

Brands Can Engage, Measure and Optimize in-market patients at scale

- Engages hard to reach patients on their preferred social platforms
- Near real time measurement to ensure performance throughout the campaign
- Data rich and timely reporting well before brand dashboard results are shared

A Platform For Every Consumer

Unmatched in our ability to be everywhere consumers interact with health information

WebMD®



In Your Search Results

Search Results | Sourced in AI Results



In Your Browser

WebMD.com



In Your Feed

Facebook | Instagram | TikTok | X



In Your Ear

Podcasts



In Your Inbox

Email Newsletters



In Your Doctor's Office

WebMD Point of Care

Solutions That Engage The Breadth of Health & Wellness



Pharmaceutical Manufacturers

Efficient solutions designed for pharma to generate scale and boost prescriptions



CPG Companies

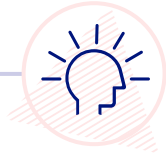
Content to engage and inspire consumers who believe that good health is their lifestyle

Omnichannel Solutions Designed to Drive Impact



Precision Targeting

Leverage WebMD precision targeting in a brand-safe environment, programmatic or direct



Content Ownership

Engage patients with custom educational experiences leveraging the credibility of WebMD editorial



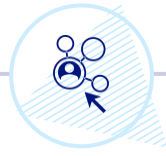
Editorial Excellence

Contextualize your brand for consumers through native integration within WebMD's brand-safe environment



Brand Studio

Credible custom content– leveraging the influence of WebMD's full-service content studio



Offsite Extensions

Your campaign beyond WebMD, leveraging our influence on social channels, audio and retargeting



Evolving to meet today's patient needs

*For more information, please contact your dedicated
sales representative or submit a request [here](#)*

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