

## Target patients going to the doctor

Over 2.2M people access Wellness.com every month to find information about healthcare professionals.

The image displays two screenshots of the Wellness.com mobile app interface. The left screenshot, labeled "Mobile Banner", shows a search path: "Directory > Providers > Doctor > General Practitioner > CA > San Diego > Hollis King, DO". Below this is a banner with a question mark icon and the text "What are some of the risks of high cholesterol?". An orange arrow points to this banner with the text "Patient clicks". Below the banner is a profile for "Hollis King, DO" with a 5-star rating and contact information. The right screenshot, labeled "Expands into Rich Media", shows the same search path. Below it is a rich media ad titled "Questions to Ask Your Doctor" sponsored by Lipitor. The ad features the same question: "What are some of the risks of high cholesterol?". It includes a "Question 1 of 10" indicator, "EMAIL" and "NEXT" buttons, and the Lipitor logo.

More than 80% of Wellness.com's traffic comes from long-tail searches for healthcare providers. These are not easy searches to type in a mobile device. When visitors do come from a *mobile* device, they are making a special effort to find a phone number or address because they are *on their way to see that doctor*.

Your rich media ads will give patients insightful questions to ask their doctors. Since we know exactly which doctors patients are visiting, we can target the right ad for the right condition.



**For more information**  
Contact your account executive to learn how we can help you accelerate your B2B advertising success.

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**What is Company Data Trees**  
Company Data Trees is a B2B ad network with deep expertise in influencing businesses & their clients.

## Target patients planning a doctor visit

Over 2.2M people access Wellness.com every month to find information about healthcare professionals.

The screenshot displays the Wellness.com interface. At the top, there is a search bar and navigation links: HOME, COMMUNITY, PROFESSIONALS, PLACES, WELLNESS A-Z. Below this is a breadcrumb trail: Directory > Providers > Doctor > Family Doctor > CA > Gardena > John D Ro, MD. A prominent banner for LIPITOR (atorvastatin calcium) is featured, with the text "Ask your doctor about LIPITOR" and a button "Click here to visit LIPITOR.com". The LIPITOR logo and code LPU01292H1 are also visible. Below the banner, there are tabs for "Info" and "Directions". The main content area shows the profile for John D Ro, MD, including a placeholder for a photo, address (1045 W REDONDO BEACH STE 240, GARDENA, CA 90247), and phone number ((310) 793-3510). A "Report a problem with this profile" link is present. To the right, a sponsored advertisement titled "Questions to Ask Your Doctor" by LIPITOR asks "What are some of the risks of high cholesterol?" and includes "EMAIL" and "NEXT" buttons. Below the profile, there are sections for "About John D Ro, MD" (practices as a Family Doctor in GARDENA, CA), "Primary Specialty" (Family Doctor), "Practice" (John D Ro, MD), and "Services". A map on the right shows the location of the practice at the intersection of W Redondo Beach Blvd and Marine Ave, near Rosecrans Park and Vista Hospital South Bay.

Users who access Wellness.com from a desktop browser are typically selecting a healthcare professional for the first time or searching their existing provider's phone or address.

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