



CASE STUDY

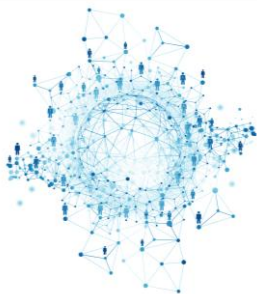
**IDENTIFYING HEALTHCARE APPAREL
CUSTOMERS**

MOST LIKELY TO BUY

Where Detail Meets Dedication

At Source Path Digital, we believe **smarter media** starts with better **audience targeting**. That's why everything we do is built around real data, proven methods, and tailored strategies that help you **reach the right people**—without the guesswork.

SOLUTIONS



IDENTIFY

Select and curate the most targeted and responsive audiences to experience your brand and engage your offers.



ACTIVATE

Reach individuals from curated audiences one-to-one across devices and platforms with personalized experiences.



ILLUMINATE

Increase campaign performance, process integration, and painless media planning.

IDENTIFYING HEALTHCARE APPAREL CUSTOMERS

MOST LIKELY TO BUY

THE CHALLENGE

A national healthcare apparel retailer came to Source Path Digital with a familiar but complex marketing challenge.

The brand sold products with a clear functional purpose: apparel, footwear, and related products for people working in healthcare and adjacent professional environments. On the surface, the audience seemed obvious. Healthcare practitioners, nurses, support staff, medical office employees, and others in care-related occupations would all appear to be logical prospects.

But that broad definition was not enough.

Traditional audience targeting could identify people by occupation, age, income, household profile, or broad interest categories. It could also point to people who appeared to fit a healthcare worker profile. But those signals alone did not explain who was most likely to purchase, which audiences were already overrepresented among existing customers, or where the brand had the strongest opportunity for future growth.

The advertiser needed more than a list of healthcare occupations. It needed to understand the consumer conditions that create demand.

For this category, purchase intent is often tied to cause-and-effect realities in a person's life: the work they do, the environment they work in, the clothing and footwear requirements of that work, the comfort demands of long shifts, and the lifestyle patterns that come with healthcare employment. In other words, the best audience strategy needed to identify not just who looked qualified, but who had the underlying preconditions that made them more likely to need, value, and purchase the product. That is where Source Path Digital's audience analysis came in.



THE INITIAL INSIGHT

Source Path Digital believed the opportunity was not simply to find more healthcare workers. The opportunity was to build a better model of healthcare apparel demand.

The advertiser's category sits at the intersection of occupation, lifestyle, product need, and personal routine. A consumer may become a strong prospect because of a professional role, a workplace requirement, a change in employment, a preference for comfort during long shifts, or a recurring need to replace apparel and footwear used in demanding environments.

That meant the audience strategy needed to go deeper than classic demographic or occupational checkboxes.

To begin, Source Path Digital analyzed three key dimensions:

- The advertiser's existing customer data
- The broader market of likely healthcare apparel buyers
- The advertiser's legacy big data targeting assumptions

The goal was to identify which consumer personas were already connected to the brand, which personas showed strong purchase preconditions in the broader market, and where traditional targeting methods were missing useful opportunity.



THE ANALYSIS

Source Path Digital began by analyzing the advertiser's first-party customer data to understand which consumer personas were most represented among actual purchasers.

This allowed them to view the customer base as more than a collection of transactions. The analysis identified patterns in the kinds of people who were already buying from the brand and compared those patterns against broader market indicators.

Next, Source Path Digital conducted a market analysis around the category itself.

Instead of asking only, "Who works in healthcare?" they examined which personas showed the strongest relationship to the conditions that create healthcare apparel demand. That included healthcare practitioner and healthcare support occupation traits, as well as related product behaviors such as athletic clothing and athletic footwear purchases.

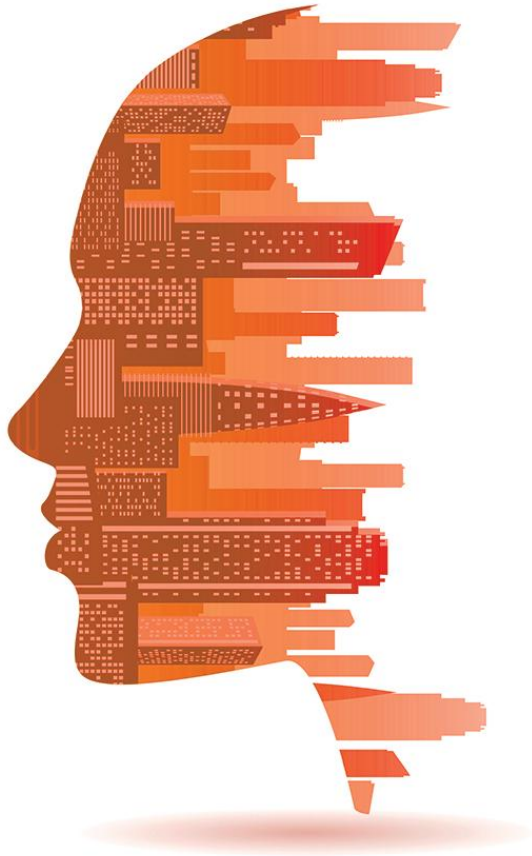
Those additional traits mattered because they helped reveal the lifestyle and product-use conditions surrounding the purchase. People who work on their feet, prioritize comfort, buy performance-oriented apparel, or routinely purchase functional footwear may represent stronger category alignment than someone who simply meets a broad occupational definition.

Finally, Source Path Digital compared these findings against classic big data profiles.

This created a benchmark against legacy targeting methods. The analysis showed where conventional audience definitions aligned with the brand's true customer opportunity, where they were too broad, and where they failed to capture meaningful growth segments.



WHAT THE DATA REVEALED



The analysis uncovered a more nuanced audience opportunity than a simple healthcare worker targeting strategy.

Some personas were highly represented among the advertiser's existing customers. These became clear indicators of the brand's strongest current buyer base.

Other personas showed strong market-level alignment with the category, even if they were not the most obvious or most heavily reached under legacy targeting methods. These groups represented potential growth segments.

Still others remained relevant but required different strategic treatment. They were not necessarily poor audiences, but they were better suited for nurturing, testing, or lower-priority activation rather than primary acquisition focus.

The key insight was that the best audiences were not defined by one trait alone.

They were defined by the intersection of multiple signals: occupation, product need, behavioral tendencies, lifestyle patterns, and the practical realities that make someone more likely to need healthcare apparel in the first place.

That distinction changed the strategy.

THE AUDIENCE STRATEGY

Using the findings from the customer analysis, market analysis, and legacy targeting benchmark, Source Path Digital created a more comprehensive audience graph for the advertiser.

The audience strategy organized consumers into practical segments:

- Top customer personas
- Growth segments
- Nurture segments
- Legacy benchmark audiences
- Category-aligned prospect groups

This gave the advertiser a clearer way to prioritize audience activation across campaigns.

Rather than treating all healthcare-related prospects the same, the advertiser could distinguish between audiences that looked like its best existing customers, audiences with strong near-term growth potential, and audiences that required a different message or lower investment priority.

The value went beyond targeting. Because each audience segment was tied to behavioral, occupational, lifestyle, and psychographic characteristics, the advertiser gained a better understanding of the people behind the audience. That intelligence could inform campaign messaging, creative strategy, offer development, channel selection, and testing plans.

A campaign targeting healthcare practitioners, for example, could be informed by the professional demands and apparel needs of that audience. A campaign targeting healthcare support roles could emphasize different lifestyle realities, affordability considerations, comfort needs, or product-use patterns. A campaign built around growth personas could test messages based on the conditions that make those consumers more likely to enter the category or increase purchase frequency.

In short, the analysis created both strategic intelligence and tactical direction.



THE RESULTS

The outcome was a more actionable foundation for campaign planning and audience activation.

The advertiser gained a clearer understanding of who its best customers were, which consumer personas represented meaningful growth opportunities, and how its legacy targeting approach compared with a more refined persona-driven strategy.

Source Path Digital helped turn first-party customer data and market-level consumer intelligence into a practical campaign roadmap.



The advertiser could now activate audiences based on more than broad healthcare occupation signals. It could prioritize consumers based on demonstrated customer alignment, category purchase preconditions, and the deeper traits that influence why someone would need and respond to healthcare apparel messaging.

For the advertiser, the result was not simply a report. It was a smarter way to build, test, and activate campaign audiences.

THE TAKEAWAY

For brands in functional purchase categories, the best audience is not always defined by demographics or obvious category labels.

Traditional targeting can identify people who appear to qualify. Source Path Digital helps identify people who are more likely to need the product, respond to the message, and represent meaningful growth opportunity.

By connecting first-party customer data with market-level consumer intelligence, Source Path Digital helps advertisers move from broad assumptions to activation-ready audience strategy.

LET'S EXPLORE WHAT'S POSSIBLE

Every organization has untapped opportunities hidden within its customers, its markets, and its data.

The organizations featured in our case studies achieved better results not because they spent more, but because they understood more.

Source Path Digital helps advertisers uncover those opportunities through audience intelligence, consumer insights, and data-driven marketing strategy.

Whether you're launching a new campaign, improving existing performance, or trying to understand why your marketing isn't delivering the results you expect, we're ready to help.

SCHEDULE A CONVERSATION

Agencies, advertisers, and channel partners appreciate and trust Source Path Digital's collaborative and consultative approach to helping them succeed.

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