



Targeting the Fresh Start: 2027 New Year's Resolution Insights

Strategy Guide



The Fresh Start Opportunity

The post-holiday mindset drives an immediate shift in consumer behavior. As millions set health, financial, and lifestyle goals, their intent translates directly into foot traffic, retail spending, and active brand discovery.



Surging Consumer Intent

43% of adults under 45 plan to set New Year goals.

New Behavioral Footprints

Fitness, DIY, and healthy eating drive real-world traffic.

Omnichannel Touchpoints

Location precision connects campaigns to local buyers.

At a Glance

A high-level overview of consumer mindset and intent for 2027 New Year's Resolutions.

89%

Of resolution setters feel confident they will stick to their goals throughout the year¹

48%

Of resolution makers resolve to exercise more, making physical health the top overall priority²

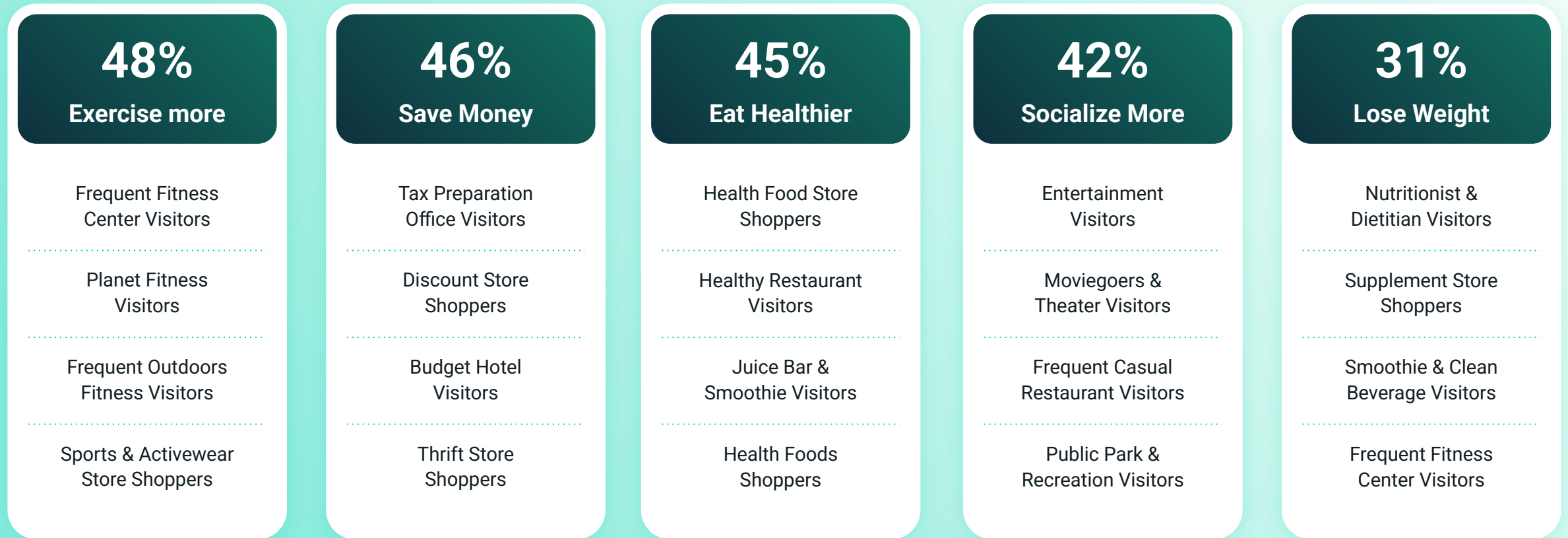
49%

Plan on using a fitness app for assistance in sticking to their resolutions³



Top Consumer Goals & Audience Mappings

Connecting core 2027 resolution priorities directly to top first-party behavioral audience segments.



Who is Leading the Resolution Charge

Goal-setting intent peaks among younger and diverse demographics:

- People <45 years old are **2X** more likely than older adults (**21%**) to set goals; 65+ ranks the lowest at **14%**.
- Hispanic Americans (**47%**) lead resolution adoption nationwide.
- Women prioritize weight loss (**21%** vs. **13%**) and personal happiness (**26%** vs. **20%**) over men.

First-party data identifies key audiences driving resolution foot traffic:

Frequent Outdoors
Fitness Visitors

Home Improvement
& DIY Enthusiasts

Affluent & Electronics Shoppers

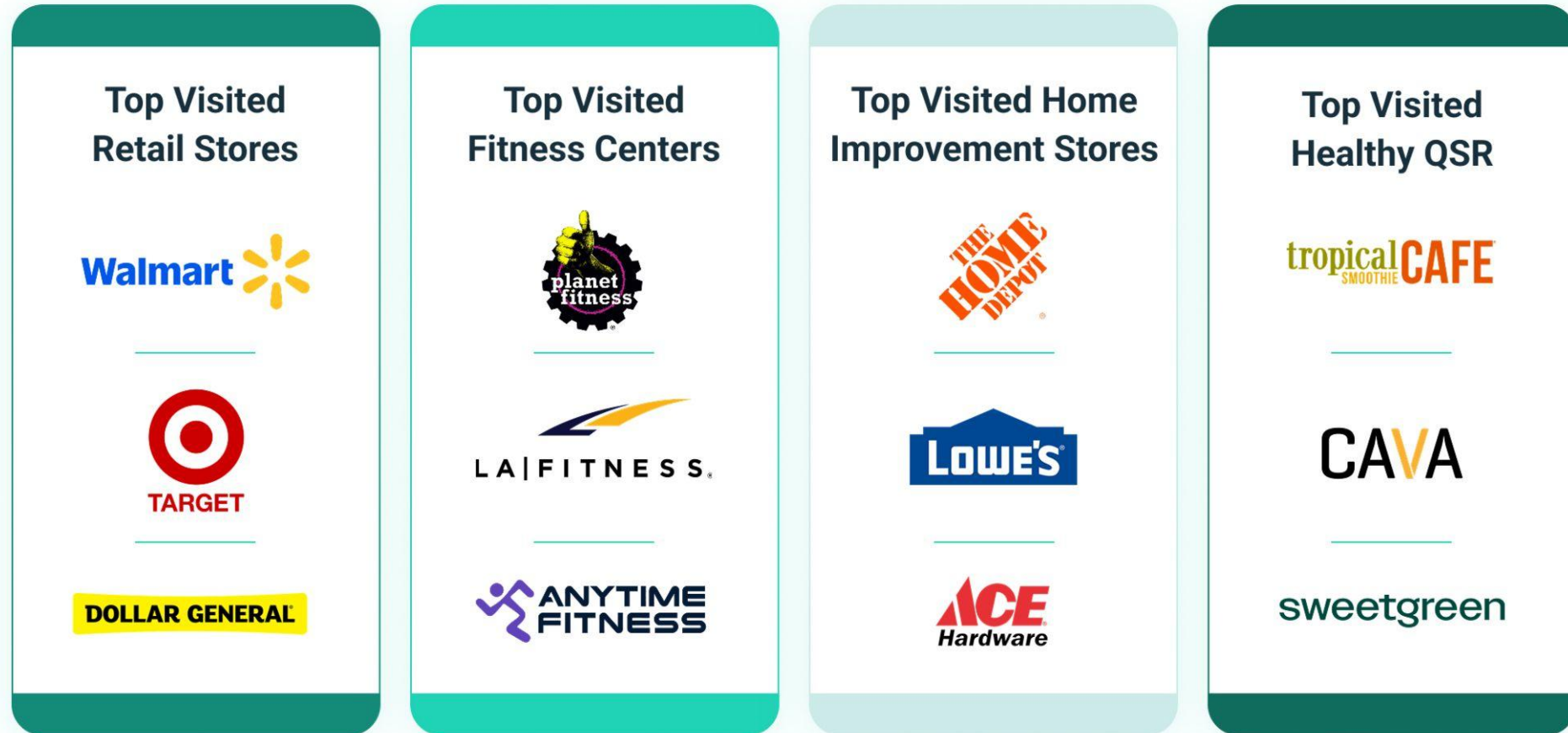
Moms
(Working Moms, Fit Moms, Stay at Home
Moms)



The takeaway: Leverage GroundTruth's first-party data to capture early Q1 surges, reaching key demographics at retail touchpoints to drive foot traffic and ROI.

Most Visited Locations for Resolution Shopping

GroundTruth's first-party data identified these locations as the most visited stores last year.



Foot Traffic Share by Category

Share of total physical visitation across tracked brand locations during the New Year resolution period (Dec 1, 2025 – Jan 31, 2026).



Planet Fitness

47.4%

Share of Gym Visits

17.3M visits dominates value gymming.



LA Fitness

15.8%

Share of Gym Visits

5.8M visits leads commercial fitness.



DICK'S Sporting Goods

61.2%

Share of Apparel Visits

8.99M visits anchors activewear.



Ulta Beauty

78.3%

Share of Beauty Visits

11.8M visits powers skincare reset.

MoM Q1 Foot Traffic Trends

GroundTruth first-party visitation data reveals Home Improvement (+13.78%) and Fitness Centers (+9.27%) led MoM gains into January, driven by early-year commitments to home and wellness.

Home Improvement / DIY (58.6M Visits)



Fitness Centers & Gyms (19.1M Visits)



Restaurants (216.7M Visits)



Retail (531.0M Visits)



The January Fitness "Second Wave"

Maintain full-month campaign flights to capture the late-January visitation surge as consumers re-commit to their fitness goals.



725k

**Peak Daily Gym Visits on
Wednesday, Jan 21st**

- **Early Surge:** Gyms hit 682k visits by Jan 6th
- **Mid-Month Dip:** Traffic drops during Jan 11–18 slump
- **Second Wave Peak:** Record traffic returns late January



Targeting the New Health Consumer

A Drinking Revolution: The Rise of Non-Alcoholic (NA) & Sober Curiosity

The **soaring intent to cut back on alcohol** is creating a prime New Year's market for **NA brands**, directly linking to consumers' core resolutions for health and wellness.

Nearly **50%** of Americans tried drinking less alcohol last year, a **44%** increase since 2023. Instead of drinking alcohol, **58%** planned to try NA drinks.

Consumers' reasons to cut back on alcohol directly overlap to core New Year's resolutions:

62%

Improve physical health

55%

To save money

42%

Improve mental health

36%

To lose weight

The Bottom Line: Capitalize on the "Dry January" momentum. This is the perfect time for alcohol brands to invest heavily in their NA portfolios and launch targeted advertising to reach consumers seeking a healthier, cleaner start to the New Year.



The GLP-1 Revolution

How to capture the New Year's Resolution wave seeking weight loss solutions in a market projected to reach 50 million US adults by 2034.¹

"New Year, New Me" Intent:

The opportunity is immediate. Over one-quarter (**26%**) of US consumers planned to take a weight loss drug to achieve their New Year's goals last year, led by Gen Z (**37%**).²



Targeting Strategy:

Leverage Behavioral Audience Targeting to reach these consumers based on real-world visitation patterns such as, Gen Z & Millennials, Gym-Goers, QSR and Casual Dining Visitors.

The Channel is CTV:

This audience is reachable. **41%** of Gen Z and **36%** of Millennials already see or hear about GLP-1 medications on Connected TV (CTV).¹



Targeting Strategy:

Target consumers on CTV by leveraging Location-Based Targeting to reach high-intent audiences who have physically visited locations like Nutritionist Offices, Fitness Centers, and Fast-Food Restaurants.

Key Takeaway: Capitalize on the massive, motivated audience on CTV & beyond. Utilize GroundTruth's location-based targeting to precisely reach future patients who are actively visiting gyms, pharmacies, and dietitians, capturing high-intent audiences at the moment of consideration.



The GLP-1 Effect: A Revolution in Consumption

The rise of GLP-1 medications is fundamentally altering purchasing and consumption habits across multiple verticals, creating an urgent need for brands to realign their strategies.

- ✓ **Fitness Ramp-Up:** 47% of GLP-1 patients go to a gym or fitness center more often than before starting the medication.
- ✓ **Shift in Beverage Consumption:** 42% limit alcohol intake, with one-quarter swapping for nonalcoholic beverages and 44% turning to sugar-free drinks.
- ✓ **Dietary Scrutiny:** With 55% of Millennials checking labels, patients are actively shifting consumption: 35% buy more organic, and 31% eliminate processed foods.
- ✓ **Nutrient Demand:** Patients have increased intake of fiber (49%), plant-based protein (41%), and probiotics (39%) after taking a GLP-1.

Now is the time for **Health & Wellness** brands, **QSRs**, and **Fitness Centers** to capitalize on this consumer revolution. GroundTruth enables hyper-targeted outreach:

Behavioral Audiences:

Reach specific, high-intent cohorts (Millennials, Gen Z, Moms, etc.) and existing Gym-Goers and Healthy Restaurant Visitors.

Location-Based Audiences:

Target consumers based on past visits to specific relevant locations: Nutritionist Offices, Whole Foods, Supplement Stores, and Gyms.

Retail Block Targeting:

Reach shoppers in real-time within a shopping center boundary to drive them directly towards your location.





Targeting Strategies

Targeting Tactics to Triumph the New Year

Leverage GroundTruth's real world behavioral data & predictive models to capture dedicated audiences this New Year.



Location Audiences

Target shoppers based on past physical visits to key New Year destinations like Planet Fitness, Dick's Sporting Goods, Ulta Beauty, The Home Depot, Target, and Sweetgreen.



Retail Block/On-Premise

Serve real-time, geofenced mobile ads to consumers on-site in stores, parking lots, or shopping centers during peak January traffic days.



Behavioral Audiences

Reach resolution setters using layered lifestyle profiles, including Working Moms (75X index), Outdoor Fitness Enthusiasts, DIYers, Tax Prep Visitors, and Activewear Shoppers.



Predictive Audiences

Leverage GroundTruth's AI models with 90% accuracy to identify and reach prospective gym-goers, activewear buyers, and wellness shoppers right before their next visit.



Neighborhoods

Target residential ZIP codes and zones exhibiting strong local visitation trends toward gym hubs, big-box retailers, and healthy dining corridors.



Custom Audiences

Build tailored segments by combining first-party foot traffic data, micro-radius drive distances (e.g., 3-mile gym radius), and specific lifestyle behavior attributes.

Omnichannel: Consistent Messaging Across All Screens



Managed through one, easy-to-used platform from
setup through to reporting.

Connected TV & Streaming Audio

Combine household TV reach with host-read podcast ads to engage Gen Z and Millennial audiences during post-holiday downtime.



Connected TV (CTV)

88%

US Household Coverage¹

Engages consumers during post-holiday downtime. Drives co-viewing recall among Gen Z and Millennials who make up **58%** of resolution setters.²



Podcasts & Streaming Audio

86%

Listen here



Brand Recall Among Active Users³

75% of podcast listeners set New Year's resolutions and trust their favorite hosts for guidance⁴, driving **44%** to make a purchase after hearing a host endorsement.⁵

Cleaning Product Brand Maximizes Growth at Costco: GroundTruth's Targeting Mix Delivers 2.6X Incremental ROAS

This Mobile campaign delivered real business results by strategically combining location and audience-based targeting, reaching the right audiences at the right time.

Strategies:

Location-Based Targeting: Reached shoppers in close proximity to Costco, historical visitors, high-affinity neighborhoods, and those within a 10-mile radius to influence purchase behavior.

Audience-Based Targeting: Engaged specific consumer segments including custom audiences including homeowners, moms, and millennials, and third-party purchase-based audiences such as laundry/cleaning product buyers and consumers who interacted with past campaigns.

Key Takeaways: The two-and-a-half-month campaign with GroundTruth achieved real business results for the cleaning brand through combining multiple precise targeting tactics across Mobile screens. In addition to their iROAS and increases in both household penetration and average sales per household, the campaign drove **47.6k** visits to Costco locations and over **107k** conversions post-ad exposure.



2.6X

Incremental return on ad
spend (iROAS)



+35%

Increase in household
penetration



+31%

Average increase in
sales per household



Fast-Growing Soda Brand Pops with help from GroundTruth to Drive a 5.8% Increase in Sales Lift

How precision targeting across dynamic Mobile and Desktop display ads drove real business results

Strategies:

Third-Party Purchase Data: Zeroed-in on competitors and category shoppers.

Custom Audiences: Reached consumers identified as the brand's target demographic groups such as Health Enthusiasts, Frequent Travelers, and Gen Z + Millennials.

High Indexing Audiences: Targeted consumers who we observed visiting locations that over-indexed with the brand's typical consumers.

Loyalists: Reached regular Walmart & Target shoppers.

Neighborhoods: Identified geographic clusters in which loyalist consumers were coming from most often.

In-Store/On-Lot: Reached consumers closest to the Blueprint of a brick-and-mortar grocery store location.

Retail Block: Targeted those just outside the blueprint of a brick-and-mortar location.

Retargeting: Re-engaged those who have already been impressed with the brand's ad.



16.3X
Return on ad spend



\$2.4M
Incremental Sales

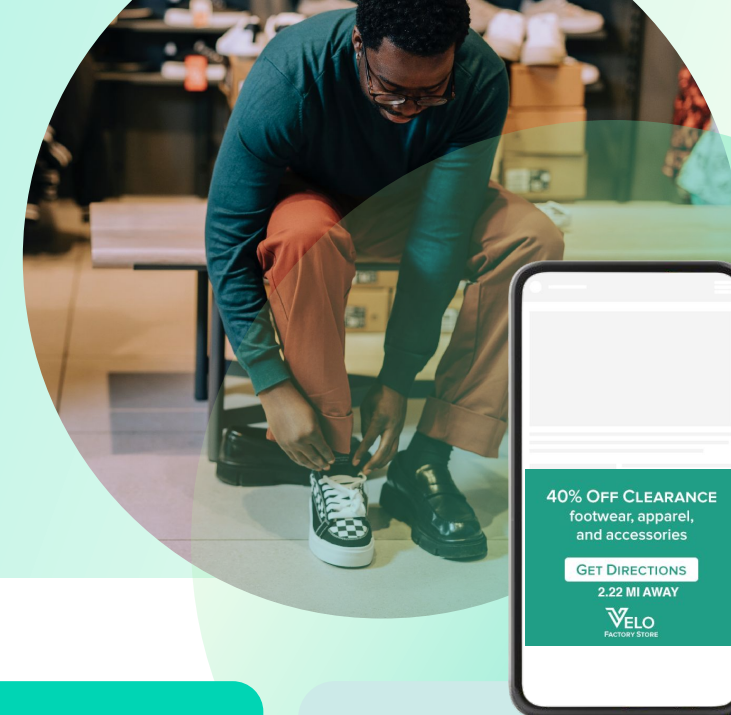


5.8%
Sales lift

Key Takeaways: A strategic blend of Mobile and Desktop media channels significantly contributed to the campaign's success in driving **1.7M** visits and **\$2.4M** in incremental sales. There was an overall **5.8%** sales lift resulting in a **16.3X** return on ad spend (ROAS). In addition, the cost per visit (CPV) was very low at **\$0.10**, further highlighting the importance of reaching the right audiences with proven likelihoods of converting.

Popular Footwear Retailer's Discount Stores Drive a 172X Return on Ad Spend

How a footwear brand utilized GroundTruth's targeting tactics across standard and rich media Mobile ads.



Strategies:

Proximity Targeting: Focused on consumers near the premises of designated store locations in real-time and accounted for over **41%** of the total visits throughout the campaign.

Location-Based Targeting: Engaged with loyalist consumers of the brand's stores, as well as competitor locations, and accounted for over **311k** visits and a **32.3%** visit rate lift.

Behavioral Targeting: Captured audiences who fell into adjacent behavioral characteristic markets and drove roughly **344k** visits to brick-and-mortar locations.

172X

Return on ad spend

\$690k

In incremental sales

1.7M

Visits to
brick-and-mortar store
locations

Overall, the footwear and apparel brand reached over **4.5M** consumers who visited store locations **1.7M** times after being exposed to advertisements through partnering with GroundTruth. Furthermore, compared to the general population, consumers exposed to the ads visited stores **18.4%** more.



Thank You

Real-world behavior. **Real business results.**