

Where Conversations Happen

Advertisers Blog Case Studies



Hims & Hers: Meeting Health Concerns Where People First Voice Them

Campaign Overview

Advertiser: Hims & Hers (hims.com / forhers.com) Products Promoted: Weight loss, hair loss, and sexual health telehealth programs Placement: Conversational AI Platforms Campaign Period: Ongoing, 2026 Markets Targeted: US adults actively seeking health and wellness guidance

TL;DR

Hims & Hers used Thrad to place their telehealth programs directly inside the conversations where people are already confronting their most personal health concerns. When someone asks an AI how to lose weight, what to do about thinning hair, or how to address sexual health issues, Hims & Hers is there as the answer that goes beyond advice and into actual treatment.

1. Context & Objectives

Hims & Hers was built on a simple and powerful insight: millions of people are dealing with health conditions they find too uncomfortable, too inconvenient, or too expensive to address through traditional healthcare. Erectile dysfunction, hair loss, weight gain, low testosterone, and other deeply personal concerns often go untreated not because solutions don't exist, but because the path to getting help feels too high a barrier. Hims & Hers removed that barrier entirely. You fill out an intake form online, a licensed medical provider reviews your case and recommends a personalized treatment plan, and medication is shipped discreetly to your door. No waiting rooms, no awkward appointments, no insurance headaches.

The challenge in 2026 is reaching people at the right moment. People dealing with these concerns don't always search for telehealth platforms right away. They often start somewhere more private and more immediate: an AI assistant. They ask "how do I actually lose weight," or "is my hair loss reversible," or "what causes erectile dysfunction and what can I do about it." They are looking for information, but underneath the question is a real concern and a readiness to act. Thrad gave Hims & Hers the ability to show up in those moments, not after the person had already moved through three more steps, but right there in the conversation where the concern first surfaced.

2. Audience & Targeting

The defining characteristic of this campaign's audience is not age, gender, or geography. It is the nature of what they are asking. Thrad identifies users who are in the middle of health-related conversations that signal a personal concern, not academic curiosity. There is a meaningful difference between someone asking "how does GLP-1 medication work" and someone asking "I've tried dieting and I keep gaining the weight back, what actually works." The second person is not researching. They are frustrated, and they are ready to try something different.

Thrad reads those distinctions. For weight loss, the signals include questions about why diets stop working, curiosity about GLP-1 medications and semaglutide, and expressions of frustration with slow or inconsistent progress. For hair loss, the signals include questions about whether thinning is reversible, what actually works versus what is marketing, and concerns about how quickly loss is progressing. For sexual health, the signals are often more tentative: oblique questions about performance, energy, or what low testosterone actually feels like. Thrad identifies all of these as moments where Hims & Hers can offer something more concrete than information.

3. Solution & Execution

A. The Core Insight

People have always sought out health information privately before they sought treatment formally. They asked friends, then they asked Google, and now they ask AI. What is different about the AI context is the depth of the conversation. Someone asking an AI about hair loss does not just get a paragraph, they often get into a real back-and-forth: what causes it, whether their specific pattern sounds like androgenetic alopecia, what the evidence says about minoxidil and finasteride, whether it is too late to do anything. By the time that conversation is winding down, the person has gone from vaguely worried to genuinely informed and likely looking for their next step.

Hims & Hers is built to be exactly that next step. The entire model, online intake, licensed provider review, prescription, discreet delivery, is designed to reduce the gap between "I think I need help with this" and "I am actually getting treated." Thrad's role is to surface that option at precisely the moment that gap is most apparent.

B. Contextual Triggering

The campaign runs across three distinct health verticals, each with its own set of contextual triggers.

For weight loss, Thrad activates placements when users are discussing the limits of diet and exercise, asking about GLP-1 medications by name, expressing frustration with results, or asking what actually produces sustained weight loss. The creative positions Hims & Hers as a path to personalized, prescription-backed treatment rather than another generic plan.

For hair loss, placements activate when users are asking about the causes of thinning, whether treatments like minoxidil or finasteride are effective, or how to know when

professional intervention makes sense. The creative introduces Hims as a way to access clinically proven treatments through a licensed provider, entirely online.

For sexual health, Thrad identifies conversations touching on erectile dysfunction, premature ejaculation, low energy, or low testosterone, areas where people are often asking indirectly or framing personal concerns as general questions. The placements are handled with particular care, positioned around the privacy and ease that Hims is specifically designed to offer for exactly these concerns.

C. User Flow

In each case, the in-chat card appears at a natural pause in the health conversation, once the user has received information and is at the point of thinking about what to actually do. A single tap takes them to the relevant Hims or Hers intake flow, already framed around the concern they were just discussing. The model is designed to minimize friction at every step, and the Thrad placement extends that philosophy back one step further, meeting the person in the conversation before they ever had to go looking.

4. Why It Worked

The conversations are already happening. People are bringing their most personal health concerns to AI assistants in large numbers, and they are doing it precisely because it feels lower stakes than speaking to a doctor. Thrad gave Hims & Hers access to those conversations without disrupting them.

The product is uniquely suited to this channel. Hims & Hers exists to reduce friction in healthcare access. A placement inside a private AI conversation, pointing toward an entirely online treatment pathway with discreet delivery, is a natural fit. The experience is consistent from the first question to the filled prescription.

Intent is high and the timing is precise. By the time someone has worked through a detailed AI conversation about hair loss or weight gain, they are not at the beginning of thinking about this. They are close to deciding. Thrad reaches them at that point, not three weeks later through a retargeted display ad.

Three verticals, one platform. Because Hims & Hers covers weight loss, hair loss, and sexual health under a single brand, Thrad can run contextually distinct campaigns across all three simultaneously. Each placement is tailored to its specific health context, but they all point to the same trusted platform and the same seamless care model.



MongoDB: From Database Question to First Cluster, Inside the Conversation



Tripadvisor: TripGo From Itinerary to Booking, Inside the Conversation



