

## Dstillery's Custom Patient Targeting Lowers CPA by 84% Compared to Contextual Targeting

In Q1'22, a pharmaceutical client tested Dstillery's new healthcare product Custom Patient Targeting which resulted in a 84% decrease in CPA compared to contextual targeting.

### Dstillery Strategy & Solution

The brand tested Dstillery's newest product Custom Patient Targeting. Custom Patient Targeting is a new privacy-safe patient targeting solution designed for healthcare brands. It doesn't rely on user-based targeting, ensuring compliance with all laws, policies, and guidelines from HIPAA, NAI and DSPs. Using AI-powered predictive modeling, we built a targeting model that bids on individual impressions based on aggregated patient behavior.

### Campaign Results & Impact

In addition to increased scale, Custom Patient Targeting was able to deliver 3x more impressions than the contextual targeting solution. Custom Patient Targeting lowered the brand's CPA by 84% compared to contextual targeting methods down to \$17.34.



### About Custom Patient Targeting

Privacy has always been a major concern for healthcare brands. Creating profiles around sensitive health conditions such as cancer and heart disease are all but impossible without consent due to NAI/DAA rules which makes traditional ad targeting in those arenas both challenging and high risk. Also, HIPAA definitions of personal information and protected health information adds massive restrictions to the sharing and targeting of not just PII but also pseudonymous data. The core IDF methodology doesn't create profiles, doesn't "know" the names of the sites that any user visited to make predictions, and doesn't target any IDs, Custom Patient Targeting offers a level of precision, customization, and compliance that healthcare brands have never experienced in terms of programmatic advertising.