Dstillery Custom Patient Targeting Exceeds Client Goal for Online Video and Increases VCR by 18%

A brand needed to reach its target audience of chronic migraine sufferers without the use of identifiers - enter Custom Patient Targeting

By embracing Custom Patient Targeting on their OLV campaign, this brand is reaching new and potential consumers, a demographic identified as people struggling with chronic migraines, without the use of identifiers.

CAMPAIGN STRATEGY

CUSTOM PATIENT TARGETING
Dstillery's Custom Patient Targeting revolutionizes healthcare advertising, providing precise patient targeting without HIPAA, NAI, or DSP hassles, and is easily activatable on OLV campaigns.

AI-POWERED PRECISION
We create a customized, AI-powered predictive model that learns to identify new prospective patients based on their online browsing behavior, mirroring that of your existing patients.
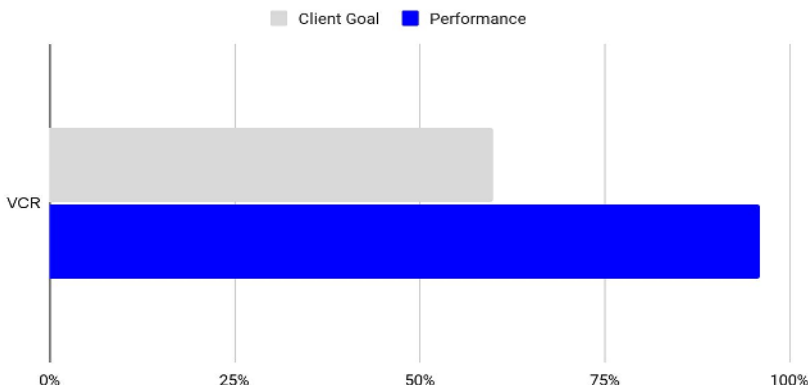
PRIVACY SAFE SIGNALS
This model draws insights from our opt-in, de-identified panel, ICD-10 codes, and advanced search terms, ensuring that your advertising budget is focused on the right patients.

CAMPAIGN RESULTS
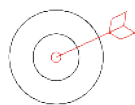
18%
BETTER VCR

Performance

Client Goal   Performance

CAMPAIGN PERFORMANCE

When working with the client, Dstillery Custom Patient Targeting was activated for an online video campaign using a Deal ID that was built using custom search keywords as well as relevant ICD-10 codes related to chronic migraines and treatments. The Custom Patient Targeting OLV model achieved a 71% VCR on desktop formats, beating the client goal of 60%.