

# Dstillery Custom Patient Targeting on CTV Exceeds Client Goal and Increases VCR by 33%

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

By embracing Custom Patient Targeting on CTV, this chronic migraine 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 CTV.

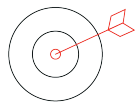
### AI-POWERED PRECISION

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

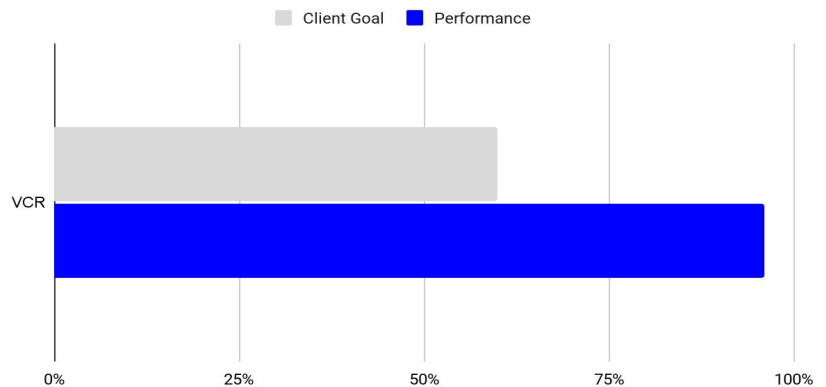
This model draws insights from our opt-in, de-identified panel, ICD-10 codes, and advanced search terms, ensuring that your advertising budget is focused on the right patients.

## CAMPAIGN RESULTS



**33%**  
BETTER VCR

### Performance



## CAMPAIGN PERFORMANCE

When working with the client, Dstillery Custom Patient Targeting was activated for CTV using a Deal ID that was built using custom search keywords as well as relevant ICD-10 codes related to chronic migraines and treatments. Since its launch in Q3 of 2023, the Custom Patient Targeting CTV model has been above 95% VCR since it was initially activated, regularly beating the client goal of 60% and will continue running throughout Q4 '23.