

Dstillery's Custom Patient Targeting Delivers \$.50 CPQR, Beats Benchmark by 66%

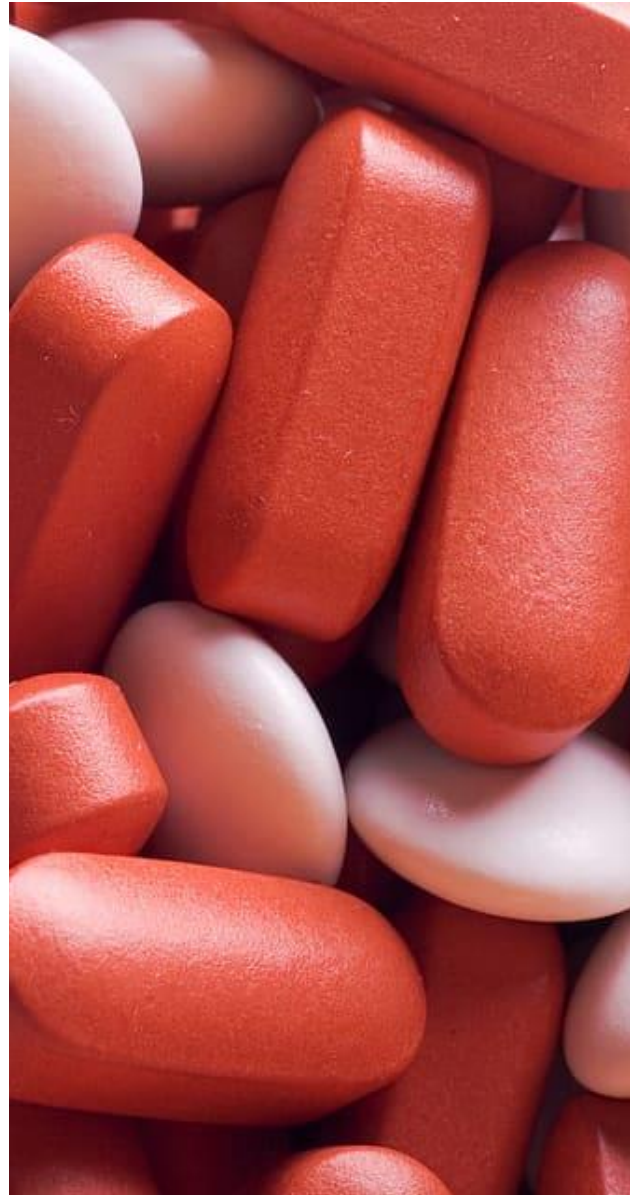
In Q3'23, a pharmaceutical client tested Dstillery's new healthcare product Custom Patient Targeting for an antipsychotic prescription which resulted in a CPQR 66% lower than goal and 48% lower than comparable contextual competitors.

Dstillery Strategy & Solution

The brand tested Dstillery's Custom Patient Targeting. Custom Patient Targeting is a 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. Dstillery built the client a Custom Patient Targeting Deal ID that was made using custom keywords and ICD-10 codes as a seed.

Campaign Results & Impact

The brand prescription team tested Custom Patient Targeting and were able to deliver a CPQR (Cost Per Qualified Reach) of \$.50 against the client goal of \$1.50.



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.