

# Dstillery Custom Built Audiences Exceed Client Goal for CTR by 83%

**A brand needed to reach its target audience of healthcare providers without the use of identifiers - enter Dstillery Custom Built Audiences**

By embracing Dstillery Custom Built Audiences on their CTR campaign, this brand successfully promoted a postmenopausal supplement to healthcare providers in the Endocrinology field and Rheumatology field without the use of identifiers.

## CAMPAIGN STRATEGY

### CUSTOM BUILT FOR YOUR BRAND

We take unique combinations of our Pre-built products, with or without a custom data seedset, to create targeting just for your campaign goals.

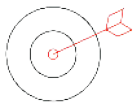
### AI-POWERED PRECISION

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.

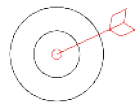
### ADVANCED BEHAVIORAL TARGETING

What sets Dstillery Custom AI apart is the individual user scoring; it goes beyond grouping users together and scores and ranks over 300 million users individually.

## CAMPAIGN RESULTS

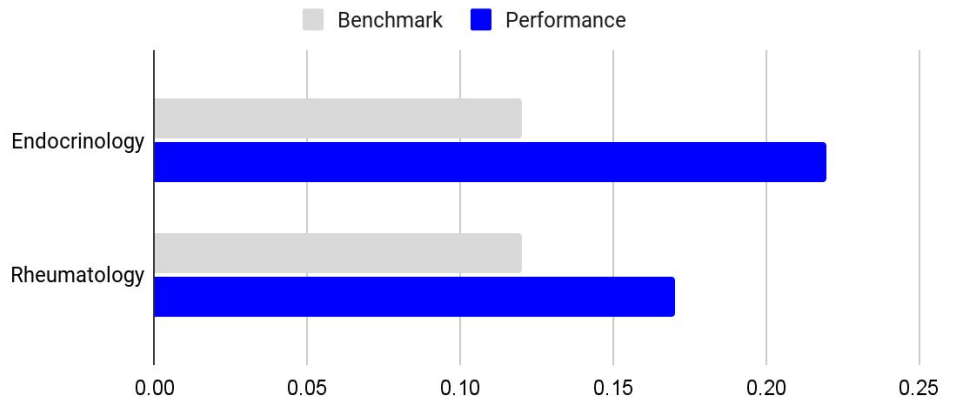


**83%**  
BETTER CTR



**42%**  
BETTER CTR

### Performance



## CAMPAIGN PERFORMANCE

When working with the client in Q1 of 2024, Dstillery created a Custom Built model that was activated for the client’s CTR campaign focused on targeting healthcare providers that specialize in Endocrinology and Rheumatology. We used Domain-seeded ID-based Custom-Built audiences to find healthcare providers in these fields based on indicative domain-browsing behaviors. Dstillery’s Custom Built Audiences outperformed the client benchmark for CTR of .12% by reaching a 22% CTR for Endocrinology Content Readers within three days, exceeding their goal by 83%. The same model drove a .17% CTR for Rheumatology Content Readers immediately after starting the campaign, exceeding their goal by 42%.