

Dstillery Custom Patient Targeting Increases CTR, Optimizes Further with In-App Inventory

A pharmaceutical company needed to reach its target audience without the use of identifiers - enter Custom Patient Targeting

By embracing Custom Patient Targeting, this pharmaceutical company is reaching new and potential consumers, a demographic identified as caregivers and parents of children with ADHD, 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.

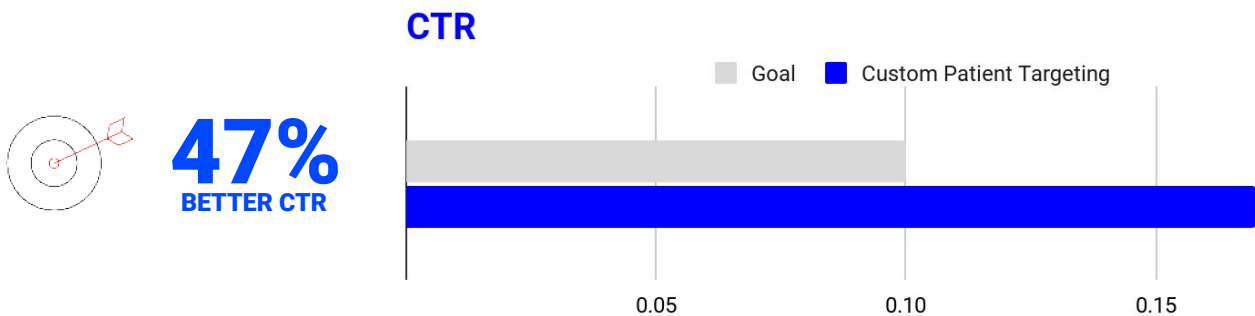
AI-POWERED PRECISION

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



CAMPAIGN ENHANCEMENT

When working with the client, Dstillery identified an optimization opportunity to further improve CTR performance by reaching beyond Web-only inventory and leaning into In-App inventory. The client saw increased performance results by over 3x within two weeks of the optimization.