## CULTIVATE CAMPAIGN GROWTH:

Custom Patient Targeting Grows Hair Supplement Brand's Campaign Results

A popular hair supplement brand wanted to connect with individuals looking for hair growth solutions and enlisted Dstillery, the leading AI ad targeting company, to help reach their CPA goal. Dstillery used a Custom Patient Targeting model to beat the healthcare brand's CPA goal. Custom Patient Targeting, Dstillery's premier healthcare product, maintains the highest data privacy standards and eliminates the need to navigate complex HIPAA, NAI, or DSP regulations.

While the client initially set a CPA benchmark of $100, the model began performing at ~$40 CPA in the first four days. The model continued to perform exponentially better than the initial client benchmark.

CAMPAIGN PERFORMANCE

98%
BETTER
CPA

CLIENT CPA Benchmark			
CUSTOM PATIENT TARGETING CPA			
KPI	$25.00	$50.00	$100.00
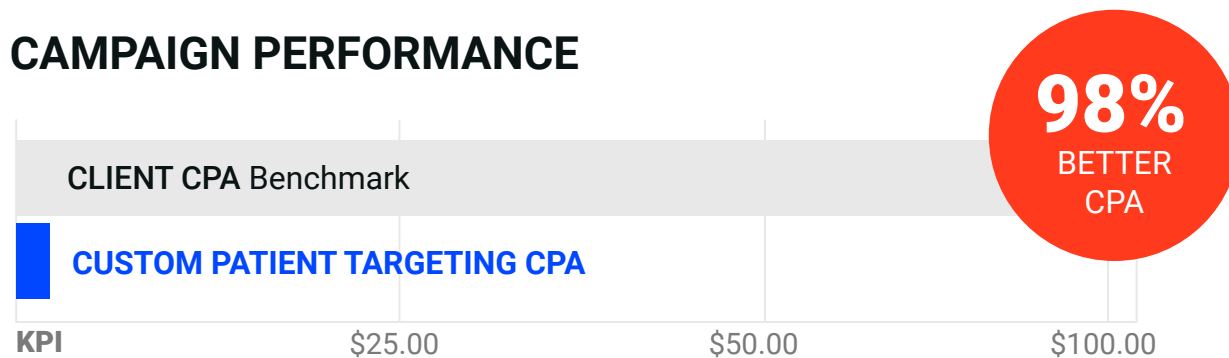
CAMPAIGN SUMMARY

At the end of the campaign, the brand **beat their CPA goal by 98%** with Custom Patient Targeting. Dstillery continued to optimize the model for the remainder of the campaign, driving a $1.50 CPA and increased scale.