

## Dstillery's Audiences Surpass Brand's Benchmark **by 55%**

A pharmaceutical brand was looking to capitalize on a lawsuit and negative PR against their largest competitor. They turned to Dstillery's custom audience solutions to identify and target users engaging with content related to the competitor.

## Dstillery Strategy & Solution

Dstillery created a Custom Predictive Social Audience to reach this niche target. To start, we picked seed topics related to the competitor, and then leveraged social conversations from over 50,000 publisher sources, including Twitter, Reddit, YouTube and Instagram, to identify related topics likely to trend on these sites in the next 72 hours. The users most likely to consume content on these topics are scored into the audience for targeting.

## Campaign Results & Impact

Dstillery's Custom Predictive Social Audience beat the brand's cross-screen CTR benchmark **by 55%**, allowing the pharma brand to capitalize on their competitor's missteps.

### W/SP 2021 CPG AUDIENCE RECOMMENDATIONS

- Medical Diagnostics
- Healthcare Provider Researchers
- Pharmacists
- Cardio Health Researchers
- Nurses
- Physicians
- Healthcare Job Seekers
- Doctors
- Hospital Executives
- Medical Technology News Readers
- Medical Consultation Researchers
- Sports Medicine Professionals
- Reproductive Health
- Children's Health
- Dermatology & Aging
- Arthritis Sufferers
- Health Insurance Researchers
- Dental Health

### ABOUT DSTILLERY

To perform and achieve brand growth, the smartest data-driven brands know that generic audience solutions fall short.

We build just-for-your-brand Custom AI models on 10 million attributes to build your best audiences. Using our proprietary ProspectRank® technology, our Custom AI models score hundreds of millions of candidate members in and out of audiences every 24 hours to identify and activate audiences.

These audiences best match your unique BrandSignal®, which is our own version of your brand's physical and digital footprint.