

SUCCESS STORY

HOW VIAN AND ADSTRA'S HIGHLY SPECIALIZED CAREGIVERS AUDIENCE DRIVE IMPACT

GOAL

Reach caregivers who are at the center of health and wellness-related decisions for their families.

SUMMARY

Identifying and reaching the right familial caregivers is critical to driving meaningful engagement in healthcare marketing. Through Adstra, a leading data provider in Viant's Certified Partner Program, advertisers can activate proprietary, highly specialized and privacy-friendly caregiver audiences built from de-identified claims, pharmaceutical and clinician-administered survey data.

When paired with Viant's Household ID™ Technology, Adstra Caregivers audience enable precise targeting by modeled conditions and propensity audiences, helping brands more effectively reach caregivers who are most likely to influence health and wellness decisions. Available segments include caregivers by ailment, health and wellness lifestyle indicators, insurance enrollment, caregivers-to-caregivees relationship and more.

Advertisers who activated Adstra Caregivers audiences through the Viant DSP saw higher impressions and lower CPMs across all channels compared to competing data providers.

SOLUTIONS LEVERAGED

Adstra Caregivers



LANCE BROTHERS
CRO, ADSTRA

“ Being selected for Viant's Certified Partners program endorses Adstra's leadership in providing unique, high-quality audiences. Through direct integration with Viant, we strengthen targeting accuracy across activation and measurement. Our specialized audience insights—like our exclusive Caregivers audience—help health and pharma advertisers reach key decision-makers with precision, especially with an industry-leading CTV partner like Viant. ”

VIAN.

CPP

adstra

RESULTS

69%
LOWER CTV
CPM

100%
MORE CTV
IMPRESSIONS

*Results are compared to
2024 competitor results
with caregiver segments*

viantinc.com