

DSTILLERY PREDICTIVE SOCIAL AUDIENCES

ENGAGE UPPER FUNNEL CONSUMERS **72 HOURS BEFORE**
SOCIAL CONVERSATIONS START TO TREND

Predictive social audiences are dynamic and built by AI models that examine 100M daily posts' worth of social signals from 50K publisher sources like Twitter, Reddit, Instagram, YouTube, Flickr. Audience members are continuously scored and rescored with refreshed social intelligence and assembled based on topics predicted to trend 72-hours before their peak.



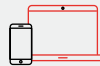
DISCOVER NEW CUSTOMERS

Find incremental, hyper-relevant new customers engaging with content likely to trend



BUILD CULTURAL CURRENCY

Position your brand ahead of emerging social trends to drive the conversation



BE TOP OF MIND ACROSS FORMATS

Activate social intelligence across the open web, app, native, audio, and connected TV

WHY SHOULD I CARE?

YEAR-OVER-YEAR
GROWTH IN
DOLLAR SALES

57%
GROWTH BRANDS

2.5%
ESTABLISHED BRANDS

DOLLAR GROWTH

Growth brands use real-time information via social media to understand their consumers' **constantly evolving behavior** to target and message them with precision.

Anticipation of customer behavior fueled by social insights enables growth brands to outperform. What if an advertiser could go beyond insights and **predict social trends**?

A RETAIL FOOTWEAR ADVERTISER'S SUCCESS STORY

OBJECTIVE

A major shoe retailer wanted to:

- Insert their brand into pop culture
- Discover incremental new audiences to engage with the brand

RESULTS

After leveraging Predictive Social Audiences, they exceeded their KPIs and also had a halo effect on the parent company's search performance

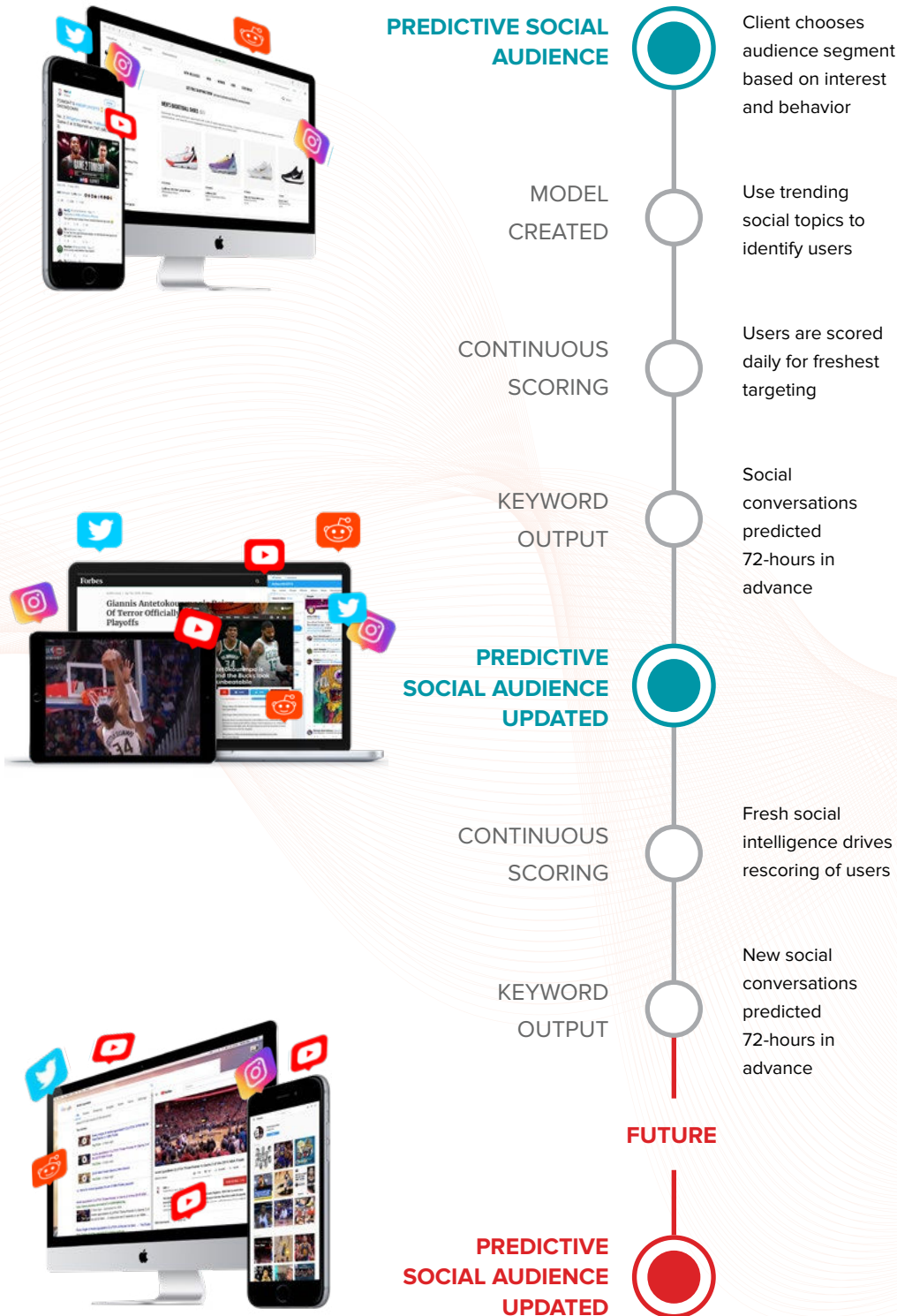
95.5% new-to-site visits which is 3X display benchmark

2X above the display CTR benchmark

dstillery

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HOW DOES IT WORK?



PREDICTIVE SOCIAL AUDIENCES WORK BEST FOR THE FOLLOWING CAMPAIGN GOALS:

- Predicting Social Trends
- Reach / Awareness
- Branding
- Increasing Engagement
- Audience Expansion

Activate across all screens and formats, **everywhere**

AD FORMATS

- Connected TV
- Audio
- Native
- Video

 Display & Video 360

 AppNexus

 verizon
digital media
services

 LiveRamp

 TREMOR
VIDEO DSP

 twitter

 MediaMath

 theTradeDesk

 Adobe Audience Manager

To learn more, contact contact@dstillery.com

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