

Dstillery's Custom AI Audiences Drive Qualified Traffic and Engagement

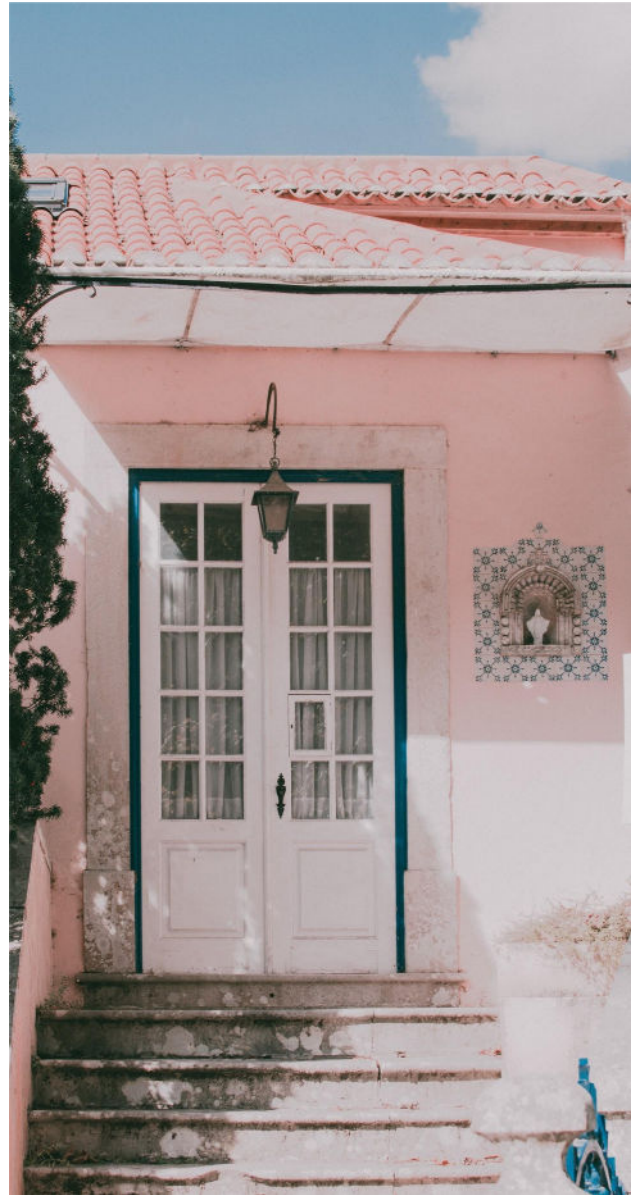
A real estate listing service partnered with Dstillery in Q3'21 and early Q4'21 with a goal to increase conversions and drive qualified traffic/engagement. Throughout this campaign, we measured success using both conversions and CTR as a main KPI.

Dstillery Strategy & Solution

The client's target audience included commercial real estate researchers and commercial real estate platform researchers. In order to reach this target audience, Dstillery utilized **Custom-Built AI Audiences** around commercial real estate listing websites.

Campaign Results & Impact

Dstillery's Custom-Built Audiences drove a **0.34% CTR** and **\$1.35 CPA** for Segment 1 and a **0.61% CTR** and **\$1.44 CPA** for Segment 2.



S/S 2022 B2B Audience Recommendations

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| <ul style="list-style-type: none">• Entrepreneurs• Business Decision Makers• Business Tax Filers• Business Filing Researchers• Business Logistics Managers• Financial Advisors | <ul style="list-style-type: none">• Marketing Professionals• Venture Capitalists• Financial Investors• Startup Investment• Investment Banking Professionals• Investment Management Professionals | <ul style="list-style-type: none">• Real Estate Brokers• High End Real Estate Brokers• Real Estate Researchers• Real Estate Decision Makers• Apartment Real Estate Researchers• Real Estate Enthusiasts |
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