

ID-free Reduces Cost Per Store Visit by 8%.

A popular QSR brand turned to Dstillery to help prepare for the cookieless future. They tested Dstillery's new, ID-free targeting solution with the goal of increasing in-store traffic and reducing their Cost Per Store Visit.

Dstillery Strategy & Solution

Dstillery's client wanted to increase store traffic to their location with a goal set at \$1.50 per CPSV. We split tactics among four main lanes: Retargeting, Custom AI Solutions, Predictive In-Store, and ID-free. After hearing about Dstillery's cookieless solution and looking to test the waters, the client was excited to utilize the ID-free solution alongside Custom AI.

Campaign Results & Impact

Each solution by Dstillery performed under the client's \$1.50 CPSV however our ID-free solution performed stronger than the overall campaign and exceeded the CPSV by landing at \$0.11 CPSV.



S/S 2022 Restaurant Audience Recommendations

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| <ul style="list-style-type: none"> ● Chain Restaurants ● Restaurant Suppliers ● Restaurant Supply Shoppers ● Restaurant Menu Researchers ● Restaurant Reservation Enthusiasts ● Casual Dining Researchers | <ul style="list-style-type: none"> ● Boutique Hotel Researchers ● Luxury Kitchen Goods Shoppers ● Home Kitchen Chefs ● Home Kitchen Bakers ● Food Blogs ● Vegans | <ul style="list-style-type: none"> ● Fast Food Lovers ● Sustainable Food Researchers ● Organic Food Eaters ● Supermarket Shoppers ● Healthy Food Enthusiasts ● Franchising Researcher |
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