

Dstillery's Custom AI Audiences Drove a 37% Efficiency CPS for a Leading ISP

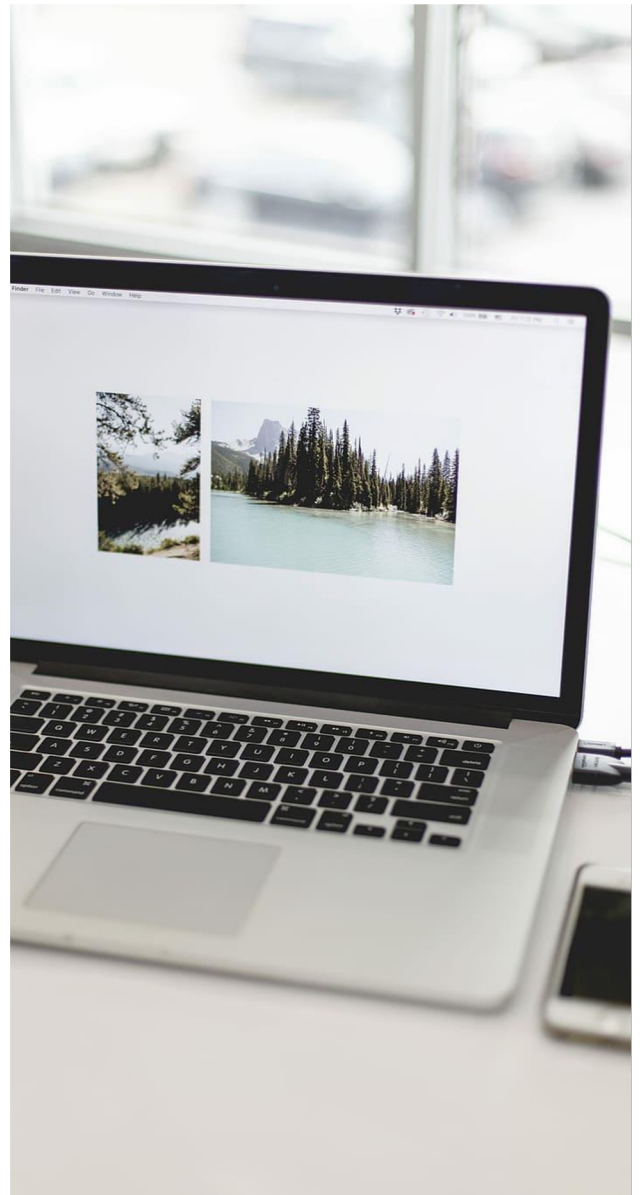
A regional telecommunications company turned to Dstillery's Custom AI audiences to prospect new customers for its high-speed internet plans.

Dstillery Strategy & Solution

The Client Success and Data Science teams worked together to strengthen the client's **Custom AI Audiences** with our patented homing technology. The resulting prospecting segments consist of users who live in zip codes where service is available. Rather than limiting our strategy by geotargeting, we were able to target qualified users at any time or place. This tactic, combined with our Behavioral Audiences and KOA Retargeting, lead performance to improve by 39% WoW.

Campaign Results & Impact

Dstillery's cost-per-sale performance was significantly stronger than those of comparable partners, making us the top performer on the plan. On average, our **CPS was 37% more efficient** than the next leading partner.



S/S 2022 B2B Audience Recommendations

- Home Wi-Fi Researchers
- Home Networking Researchers
- Home Security Shoppers
- Home Remodeling
- Home Remodelers
- Internet Speed Researchers
- Dial-up Internet
- Smart Phones
- Online Movie Downloaders
- Online Content Creators
- Video Gamers
- Mobile Phone Networks
- Internet Radio
- Verizon Customers
- T-Mobile Customers
- AT&T Customers
- iPhone Users
- Netflix Users