Dstillery Drove Sales for a **Software Services Company** at CPO 70% Below Goal

A multinational software services company approached Dstillery to help find new customers to purchase their subscription based computer-aided design and drafting software application with a goal of $150 cost-per-order (CPO).

Dstillery Strategy & Solution

The client shared their rich first-party data set with Dstillery, allowing us to build Custom AI Models for this campaign. These models assessed over 10 million attributes of the brand's current customers and compared them to new prospects. Candidates were scored in and out of audiences daily.

Campaign Results & Impact

Activating Dstillery's Custom AI Audiences, Behavioral Audiences and Ranked Retargeting technology resulted in an efficient **CPO of $45**, 70% below the client's original goal. The client also discovered that their customer is more likely to purchase their product on a weekday versus a weekend.

W/SP 2021 TECHNOLOGY AUDIENCE RECOMMENDATIONS

- Technology News
- Computers
- Robotics
- Science & Technology
- Techies
- Gadgets
- Cybersecurity Researchers
- Cloud Service Researchers
- Data Centers
- Gamers
- Video Gaming Enthusiasts
- eSports Enthusiasts
- PC Gamers
- Smartphone Users
- Streaming Device Shoppers
- PC Users
- Laptop Researchers
- Venture Capitalists

ABOUT DSTILLERY

To perform and achieve brand growth, the smartest data-driven brands know that generic audience solutions fall short.

We build just-for-your-brand Custom AI models on 10 million attributes to build your best audiences. Using our proprietary ProspectRank® technology, our Custom AI models score hundreds of millions of candidate members in and out of audiences every 24 hours to identify and activate audiences.

These audiences best match your unique BrandSignal®, which is our own version of your brand's physical and digital footprint.