

Dstillery's Cookieless Solution, ID-free Custom AI, Outperforms 3rd Party Behavioral Targeting by 72%

Client Story

In Q3 and Q4 of 2021 a grocery retailer (Stop & Shop) and AMP Agency partnered with Dstillery to test their cookieless targeting solution, **ID-free Custom AI**. The purpose of this test was to get all parties comfortable with testing this new-to-market tactic and develop new standards for benchmarks in a cookieless world. For this initial test, AMP Agency's programmatic team launched ID Free across a digital display campaign in their programmatic DSP. The goal of this campaign was to drive efficient visits to Stop & Shop's website as well as cart checkouts.

Dstillery Strategy and Solution

Dstillery leveraged its ID-free Custom AI solution built from Stop & Shop's first party data to find **NEW** prospects who are statistically most likely to visit the Stop & Shop's website but have not done so yet. This cookieless tactic, ID-free, was implemented across display formats in the client's DSP.

Campaign Impact and Results

Dstillery's ID-free Custom AI Solution **outperformed 3rd party behavioral targeting by 72%** throughout the six month mid-funnel campaign. Additionally, ID-free outperformed contextual targeting solutions by 12%. Campaign performance was so strong that Stop and Shop increased the budget after the first quarter of the campaign and is planning on continuing with ID-free activations in 2022.

