

## Dstillery Custom AI Audiences Drive Over 500 Conversions

A small private university in the Northeast challenged Dstillery to prospect new applicants for its Undergraduate and Graduate programs. To determine success, they measured requests for information and submitted applications.

### Dstillery Strategy & Solution

A variety of Behavioral Audiences were activated to raise awareness among prospective students. Top performing audiences included College Aspirants, Government Student Loan Researchers and Online Education Resources Researchers. Retargeting was used to continue driving prospects down the funnel to increase conversions.

### Campaign Results & Impact

Dstillery was able to drive over 500 conversions throughout the 11-month campaign. The Undergraduate campaign had 182 applications submitted, and 105 "Tell Me More" conversions. The Graduate campaign had 196 applications submitted, and 31 "Tell Me More" conversions.



### S/S 2022 Education Audience Recommendations

- Higher Education
- School Curriculum
- Teachers
- Music Education
- College Students
- MBA Education
- Online Education Researchers
- College Aspirants
- College Professors
- Parents of High School Students
- Homeschooling
- Homeschooling Parents
- K12 Education Researchers
- Law School
- Math Education
- College Planning
- School Supply Shoppers
- Online Test Prep