

Acquired High-Value Subscribers at a CPA 30% Below Competitors for Platform

Shift focus from run-of-the-mill subscribers to high-value subscribers who stay for at least three billing cycles.

Dstillery Strategy & Solution

For this campaign, Dstillery created Custom AI Audiences modeled off the brand's most valuable customers. To add additional scale, we also created custom Behavioral Audiences that aligned with the brand's target: Streaming Device Shoppers, Streaming Video Fans, HDTV Researchers and Digital Antenna Users.

Campaign Results & Impact

Dstillery was 30% more efficient with below target cost-per-subscriber compared to other partners and 20% above goal of incremental high-value subscribers.



S/S 2022 Entertainment Audience Recommendations

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> • Movie Goers • Movie Studios • Blockbuster Movie Fans • Movie Reviews • Movie Theatres • TV Junkies | <ul style="list-style-type: none"> • Bollywood Entertainment • TV News • Gamers • Video Gamers • Entertainment & Viral News • Celebrity Gossip | <ul style="list-style-type: none"> • Regal Entertainment • Cinemark Theatres • Carmike Cinemas • Lucky Strike Entertainment • Entertainment Industry Decision Makers • Entertainment Magazine Readers |
|---|--|---|