



## One Simple Step to Add Up To 80% More Reach at the Best Performance

Adding Dstillery's ID-free targeting with Deal IDs can boost your reach while maintaining campaign performance, delivering ads to incremental prospects when used to target trackable impressions. Take one small step for your campaign setup, and one giant leap for reach and performance.

### A Unified Approach to Targeting

Extend the reach and performance of your campaigns by activating both Dstillery's ID-based and ID-free targeting to increase your brand's reach up to 80% across ID-based and privacy-centric users.

### Targeting With and Without IDs

Dstillery's Custom AI and ID-free predictive behavioral targeting is powered by your customer data and our AI technology to deliver just-for-your-brand targeting solutions. With your campaign and brand goals at the forefront of our decision making process, our team of data scientists and brand partners will create and optimize both Custom AI ID-based and ID-free audience solutions to meet your campaign objectives.

### More Reach, Best Performance

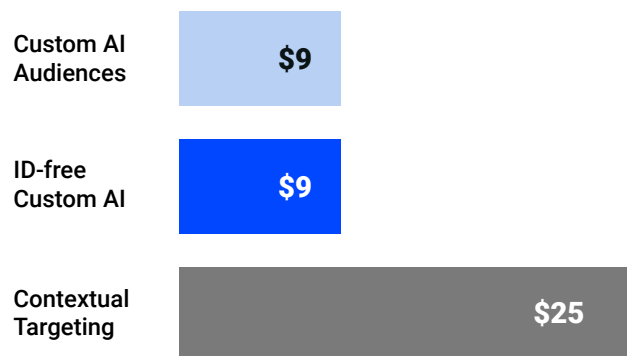
Our cookieless targeting solution delivers the performance you need today by analyzing privacy-safe signals from across the internet and turning those signals into an audience scaling, just-for-your-brand targeting solution. Combined with our ID-based audience solutions, these two products work hand-in-hand to provide the precision your brand needs to deliver measurable and efficient results.

### Add Deal IDs for Up to 80% More Reach

Dstillery now supports ID-free on any major DSP without direct API integration. Together with Xandr's Curate Deal ID product, we create easy-to-use Deal IDs in the Xandr supply exchange that mimic the same privacy-safe targeting that we apply directly via API. No API access, no contracts, no ongoing invoicing, and no wait.

### HIGHLY EFFICIENT PERFORMANCE

Both tactics **decreased CPA by over 60%** on average across campaigns, compared to contextual targeting



### UP TO 80% MORE REACH AT PERFORMANCE

Campaigns utilizing ID-free targeting reach up to 80% more unique users when combined with ID-based targeting solutions without a drop in campaign performance.

