

Custom Audiences Outperform CPSV Benchmark By 92%

In Q4'20, an outdoor retailer partnered with Dstillery to increase consideration for its winter products. The benchmark for success was a \$2.00 cost per site visit.

Dstillery Strategy & Solution

ID-free™ is designed using the same machine learning based predictive modeling as ID-based Custom AI, reaching users without enabling third-party cookies or any identifiers. Modeled from a brand's own data, Dstillery's ID-free Custom AI uses privacy-friendly signals to discover and predict the best audiences across the programmatic web.

Dstillery was able to leverage the brand's CRM data, comprised of high value customers, to use as a seed set for Custom AI Audiences. These audiences were targeted across viewable video inventory. **Dstillery split tactics among three main lanes: video, ID-free display, and Custom AI display.**

Campaign Results & Impact

The combination of Custom AI Audiences and sequential messaging drove in-market consumers to the brand's website at a **\$0.16 CPSV**, well below the original goal.



S/S 2022 Retail and Outdoor Audience Recommendations

- Outdoor Enthusiasts
- Hiking Enthusiasts
- Camping Enthusiasts
- Rock Climbing Enthusiasts
- Survivalist Enthusiasts
- Fishing Enthusiasts
- Backpacking
- Waterfront Vacationers
- Hunting
- Craft Beer Enthusiasts
- Recreational Vehicles
- Fishing
- Fishing Equipment Shoppers
- Boating and Yachts
- Leather Goods Shoppers
- Shoes and Accessories
- Shoe Shoppers
- Preppy Clothing Shoppers