

Dstillery ID-free™ Reduces Display CPA by 70%, Video CPA by 75%

In Q2 and Q3 of 2022, Dstillery partnered with KORTX on Tropical Smoothie Cafe to raise brand awareness and prospect for new customers by leveraging our ID-free solution and activating these audiences with Deal IDs.

Dstillery Strategy & Solution

Dstillery leveraged ID-free Custom AI audiences, their patented cookieless ID-free targeting solution, to target prospective clients. Dstillery used the client’s first party data gathered from pixel placement on the client’s website.

Campaign Results & Impact

Dstillery ID-free audiences reduced the client’s CPA by 70% for display and 75% for video, respectively, when compared to third-party QSR segments and contextual competitors. These audiences were activated instantly without the need for contracts or API access by utilizing Deal IDs.



S/S 2022 QSR Audience Recommendations

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| <ul style="list-style-type: none"> • Chain Restaurant • Restaurant Supply Shopper • Restaurant Supplier • Restaurant Menu Researchers • Restaurant Reservation Enthusiasts • Restaurant Researchers | <ul style="list-style-type: none"> • Casual Dining Researchers • Wine Lovers • Beer, Wine, and Alcohol • Gourmet Food and Wine Researchers • Whiskey Lovers • Beer Lovers | <ul style="list-style-type: none"> • Supermarket Shoppers • Home Kitchen Chefs • Luxury Kitchen Goods Shoppers • Home Kitchen Bakers • Grill Enthusiasts • Craft Beer Enthusiasts |
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