

Dstillery Outperforms Alternate IDs

Adding Dstillery's targeting delivers results far superior to any alternative ID competitor. Learn about how Dstillery data marks a turn in the programmatic advertising world and how Dstillery can help you future proof your advertising campaign audience quality, scale, and reach.

Quality Forward Targeting

Increase the performance and quality of your campaigns by activating both Dstillery's ID-based or ID-free targeting. Our data is refreshed every 24 hours once our audiences are added to your campaign ensuring data refreshness with data rescoring pushing the most likely intenders to the top of your funnel.

The Data Difference

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 holiday campaign objectives.

Real Privacy, Real Results

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. Competitors boast solutions with similar intent but lack privacy. Dstillery has centered its solutions on ensuring our data is the best quality now and for the future.

Activate Today, Invest for Tomorrow

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. The gift that keeps on giving.

HIGHLY EFFICIENT PERFORMANCE

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



DYNAMIC INVENTORY

Audiences and partnerships as diverse as your buyers.

- Dstillery partnerships pull inventory sets to match the depth of your buyers and their habits.
- Inventory Sourced by Xandr Monetize SSP
- 80+ Global DSP Integrations
- Reach over 800M users daily
- 200B Available Daily Impressions across Display, Video, and Native

UP TO 80% MORE REACH

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