

## The Dstillery Difference

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.

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### Just For Your Brand Audience Solutions

Dstillery's premier product, Custom AI Audiences, helps brands achieve unmatched growth and new customer acquisition by taking your best customers and scaling them. Custom AI audiences are built by analyzing your first party data to create a profile specific to your brand. We use this profile to inform a Custom AI Model that scores and ranks candidate audience members every 24 hours based on in-market signals, keeping your audience fresh and targeted only to relevant consumers.

### A Focus on Data Freshness

We analyze more than 10 million behavioral attributes from app usage to physical location visitation to capture your unique brand DNA. Then we build an audience that consists of new prospects who share the same attributes as your current customers. Typical industry practice is to refresh audiences every 30 days, but our Custom AI audiences are rebuilt and optimized every 24 hours.

### Target With or Without IDs

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.

### Unmatched Customer Service

Our dedicated Client Success Managers, Data Scientists, and Technical Support Teams continuously review the performance of each campaign by publisher, creative, time of day, day of week, frequency and bid strategy to ensure success against KPIs. Your brand is safe in our hands.

### 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.

### 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. Our inventory is sourced by Xandr Monetize SSP with 80+ Global DSP Integrations that reach over 800M users daily with 200 billion available Daily Impressions across Display, Video, and Native.

### Cutting Edge Healthcare Targeting

In addition to developing Custom AI audiences, Dstillery created Custom Patient Targeting. Custom Patient Targeting is a privacy-safe patient targeting solution designed for healthcare brands. Our product offers the precision and customization you need to drive optimal patient outcomes. It doesn't rely on any form of user-based targeting, ensuring 100% compliance with all laws, policies, and guidelines. Using AI-powered predictive modeling, ICD-10 codes, and search terms, we build a just-for-your-condition model that targets individual impressions based on aggregated patient behavior.