

Dstillery ID-free™ Audiences Increase Site Visits for Luxury Goods Client

In Q2 & Q3 of 2022, a luxury goods company partnered with Dstillery to drive traffic to their website.

Dstillery Strategy & Solution

The client leveraged Dstillery's ID-free Custom AI audience solution to conquer a new audience. Using first-party data collected from a pixel placed on their website as the seed set for their model, Dstillery optimized towards upper funnel KPIs to drive net new users to the site.

Campaign Results & Impact

Dstillery ID-free audiences set the baseline for site visits at a run rate of 350,000 impressions per day. The site has seen 1,718 click-through conversions since implementing ID-free. Additionally, ID-free has driven a \$3.77 CPSV, an average daily SVR of .07%, with some days reaching as high as .1%. The client also decided to move forward with combining ID-based audience solutions for increased campaign scale and performance.



S/S 2022 Retail and Luxury Good Audience Recommendations

- Luxury Retail Shoppers
- Luxury Sneakers
- Luxury Watch Shoppers
- Luxury Bedding Shoppers
- Luxury Kitchen Goods
- Athleisure Shoppers
- Japanese Luxury Car Enthusiasts
- Luxury Athletic Shoe Shoppers
- Luxury Retail Researchers
- Watches Retail
- Leather Goods Shoppers
- Sunglasses Shoppers
- Cigars
- Gift Givers
- Apartment Furniture Shoppers
- Furniture Shoppers
- Preppy Clothing Shoppers
- Hipster Clothing Shoppers