

Dstillery ID-free Audiences Outperform Competition and Client Goal

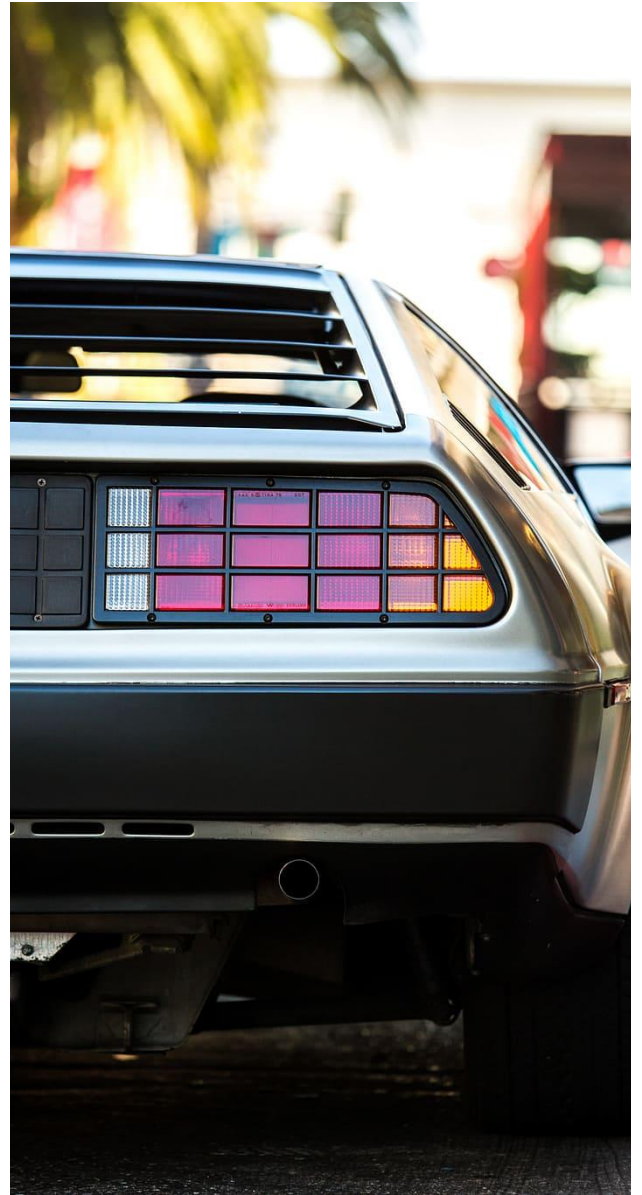
In Q3 & Q4 of 2022, an auto manufacturer partnered with Dstillery to increase site actions.

Dstillery Strategy & Solution

The client leveraged Dstillery's ID-free Custom AI audience solution alongside two brand data powered Custom Built audiences, targeted towards Sedan and SUV intenders, to drive their CPST below the goal of \$25. The client was focused on increasing site actions and utilized a suite of partners to test cookieless targeting solutions and their effectiveness. The client wanted to test cookieless targeting solutions and utilized Dstillery ID-free specifically to provide more reach and scale to the campaign across cookieless users.

Campaign Results & Impact

Dstillery ID-free audiences were activated via DealIDs by the client and arrived at \$20.51, well below the client goal. Dstillery cookieless audiences were also the best targeting solution utilized by the client during this campaign. Competitors on the campaign regularly hit \$50 CPSTs, almost double the client baseline.



F/W 2022 Auto Audience Recommendations

- Car Buyers
- Truck Buyers
- Car Enthusiasts
- Car Shopping
- Truck Shopping
- Truck Enthusiasts
- Volkswagon Shoppers
- BMW Shoppers
- Nissan Shoppers
- Ford Shoppers
- Car Information
- In-Market Car Shoppers
- Audi Shoppers
- Cadillac Shoppers
- Audi Shoppers
- Lexus Shoppers
- Volvo Shoppers
- Toyota Shoppers