dstillery

ID-free® vs. Contextual Solutions

A cookieless way to reach your customers at every stop on the buyer journey – powered by Dstillery's patented ID-free® technology

A targeting solution that truly understands your audience

Contextual targeting is a good way to understand the keyword clusters an audience member might search for along their digital journey. However, if you craft a deep profile of understanding around your audience, only a tiny fraction of that audience will be targeted by contextual solutions. That's where ID-free shines – it learns from audience behaviors by analyzing their digital journey and targets based on cross-subject domains and digital locations, ensuring that your campaign message penetrates deeper and across the consumer journey. Where contextual reinforces the digital bubble they already exist in, Dstillery's ID-free expands reach beyond their bubble and links people to your brand message across their interests and domains.

Maximize targeting across the full consumer journey

Dstillery's ID-free targets audiences based on a client's seed set measured against our internal data sets and human behavior across digital journeys. ID-free then predicts which domains are most relevant to reach your audience on, regardless of domain contextt. Where contextual targeting is based on keyword combinations and patterns, Dstillery ID-free is based on people and their habits. It doesn't care about keywords, it cares that behavior X can imply behavior Y, and then it options to deliver on domain and inventory based on a digital journey.

Why use ID-free now?
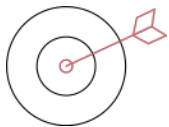
PRECISION
Drives optimal campaign outcomes by focusing directly on your brand campaign KPIs across an audience's complete digital journey

INTUITIVE LEARNING
Where contextual targeting understands clusters of words, ID-free scores their behaviors against intended campaign KPIs and re-scores them every 24 hours, ensuring only the most likely intenders are targeted throughout their digital journey
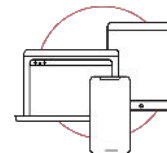
FULL FUNNEL APPROACH
Your built model is 100% scalable to any size campaign and able to target users throughout their consumer journey based on their digital behaviors ensuring ad placement through each part of the sales funnel

To learn more, contact **contact@dstillery.com**

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