

Dstillery's ID-free® Outperforms Contextual CPA by 88%

A transportation and logistics company challenged Dstillery to prospect new members of its niche target of freight shippers. In Q4'20 they tested ID-free® to help drive shipment bookings.

Dstillery Strategy & Solution

Dstillery split the testing budget between three targeting tactics: ID-free, ID-based Custom AI, and Contextual Targeting. Each campaign was targeted to a unique portion of the trackable web to ensure no person saw ads from more than one tactic. All tactics used the same \$2 bid price with all fees baked into the ECPA analysis. No optimizations were applied to help the client better understand the baseline performance for each tactic.

Campaign Results & Impact

Dstillery's ID-free had a CPA of \$19.50 which was 88% below the contextual targeting solution. Our ID-based solution was 94% below the contextual targeting solution.



S/S 2022 Technology Audience Recommendations

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| <ul style="list-style-type: none"> • Technology News • Computers • Robotics • Smartphones • Electronic Accessories • Computer Accessories | <ul style="list-style-type: none"> • Electronics Shoppers • Gamers • Computer Gamers • PC Gamers • Mac Users • PC Users | <ul style="list-style-type: none"> • Laptop Researchers • Techies • Mobile Industry Information • Design Software • Cybersecurity Researchers • Science and Technology |
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