dstillery

Custom Search Lookalike Audiences
Finds the best inventory that targets people searching for your brand's keywords

Search data from sites that matter

Online searches are strong intent signals, but don't easily translate to programmatic advertising. Our 2m+ opted-in panel reveals data from the largest search engines and retail search platforms and makes the data actionable for your display and video campaigns.

Just-for-your-brand, without sharing first party data

Gain the performance of first party data driven audiences without having to share it. Every Custom Search Lookalike model is powered by brand keywords that are specific to your brand and campaign.

Easy to activate, anywhere

Dstillery has partnered with leading SSPs to curate premium inventory that aligns precisely with your audience target. Every Custom Search Lookalike model as a user-based segment, a custom bidding algorithm, or a PMP.

How does it work?

Dstillery's Custom Search Lookalikes is a custom targeting solution that finds the best inventory that targets people searching for your brand's keywords. Powered by Dstillery's ID-free® technology and an opted-in panel, Custom Search Lookalikes has unique visibility into the digital journey behaviors of millions of people including website visits and keywords inputted into the largest search engines and retail platforms on the internet. With this data, we're able to answer the question: "When people search for a specific keyword, where else do they visit frequently on the internet?" Our patented ID-free® technology then extends this understanding to all websites on the internet, scoring and ranking every ad impression on its likelihood of targeting a person searching for a brand's keywords.