Dstillery ID-free® and Custom Solutions Outperform Client Benchmark by 50%

In Q3 of 2023, a state college partnered with Dstillery to target users without identifiers and set benchmarks for cookieless targeting solutions and increase actions taken on their application site.

Dstillery Strategy & Solution

The client leveraged Dstillery's Custom AI and Custom ID-free targeting solutions across display and video platforms to help encourage users that were the most likely to complete applications on their site. The client was interested in using Dstillery's cookieless solution and utilized ID-free specifically to increase the reach and scale of the campaign in addition to encouraging application completion. Additionally, Dstillery built an ID-free audience targeting Prospective Students and Undergraduates and Online Graduate Students. Dstillery built a Custom AI audience and a Custom Search Lookalike Audience targeting the same demographics. In total, the client utilized three Dstillery tactics to maximize their campaign results.

Campaign Results & Impact

Dstillery ID-free targeting solutions outperformed the client's benchmark by 50%, driving twice as many results as the client benchmark. Dstillery Custom AI and Custom Search Lookalikes each delivered a 25% increase compared to the client benchmark.

The client went on to report: *"When comparing among other partners we're seeing Dstillery as a top performer on this campaign."*

To learn more, reach out to your Account Executive or Client Success Manager.

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