dstillery

Dstillery's CTV Solution

Connect your brand's online audience to premium CTV inventory

A New Approach for CTV Powered by AI

Say goodbye to mismatched targeting, scale limitations, and wasting time scouring through lists of PMPs. With Dstillery's CTV solution, we take your audience and use AI to find the most relevant genres and networks for your brand.

We use AI to understand the relationship between online content consumption of your brand's audience and premium CTV inventory to drive your CTV KPIs.

Why Dstillery CTV?

TARGET BASED ON RELEVANCE
Let AI select the right genres and networks based on their relevance to your brand's audience.

SCALE EFFICIENTLY
AI scores and ranks every network and genre just for your audience, so you can scale to meet your needs.

CUSTOM MODELING
Leverage your first-party data or brand keywords to customize your model just-for-your-brand.

EASY TO USE
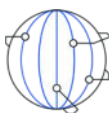Activate your custom PMP or PMPs without device graph layering, saving you time, reducing friction, and stress.

How Does Dstillery CTV Work?

BUILD AUDIENCE

Understand your target audience and campaign goals

Identify the best seed for your model & build it

MAP BEHAVIOR

Run your model against our patented AI to identify the most important web content for your audience

Map it against dozens of genres and hundreds of networks to find the most relevant ones

CREATE PMP(s)

We work with our SSP partners to create your custom PMP(s)

Target the most relevant CTV bid opportunities for your brand

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

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