

Dstillery ID-free[®] Drives Lower CPA and CPM, Increases Reach Against Cookie-based Targeting

Tombras is on a mission to become the first fully cookieless agency with ID-free

By powering its targeting with ID-free, Tombras is spearheading a new era of reach and efficiency; empowering its brands to reach their target audiences at scale – without the use of cookies.

CAMPAIGN STRATEGY

ID-FREE TECHNOLOGY

Tombras leveraged ID-free, our patented AI that learns browsing patterns in panel data to predict the best impressions for a brand without user tracking.

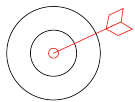
PREDICTIVE BIDDING

Tombras activated ID-free with predictive bidding, a process where our AI predicts the value of each impression for a brand and how much a brand should pay for it.

BENCHMARK AGAINST COOKIES

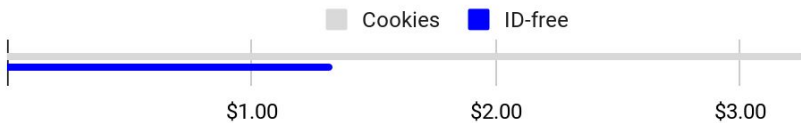
Tombras used ID-free to target beyond impressions with cookies, with modeled measurement to compare the conversion CPA to that of cookie-based audience targeting.

CAMPAIGN RESULTS



60%
BETTER CPA

CPA



88%
BETTER CPM

CPM



7.6x
IMPRESSIONS

Impressions

