dstillery

SUCCESS STORY
CPG - BEER BRAND

Dstillery ID-free® and Custom Search Lookalikes Beat Client Goal for eCPM by 66%

A popular beer brand wanted to reach its target audience of football fans and enlisted Dstillery to help.

This beer brand beat their eCPM goal by 66% by embracing Custom Search Lookalikes and Predictive Bidding. They wanted to target college football fans of Texas A&M, UCLA, Tennessee, ASU, North Texas, Alabama, Florida, Georgia, Ole Miss, Alabama and Oklahoma.

CAMPAIGN STRATEGY

CUSTOM SEARCH LOOKALIKES
Custom Search Lookalikes are an advanced AI-powered solution designed to target the ideal inventory to reach the people most likely to search for your brand's keywords.

ID-FREE TECHNOLOGY
The client leveraged ID-free, our patented AI that learns browsing patterns in panel data to predict the best impressions for a brand without user tracking.
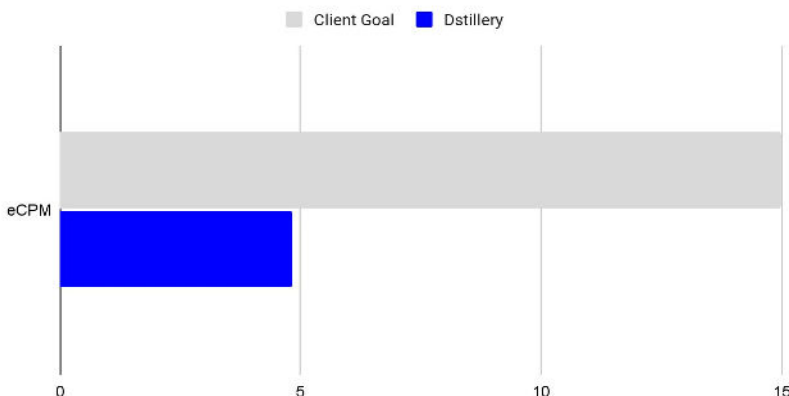
PREDICTIVE BIDDING
Predictive Bidding is a feature within The Trade Desk where our AI predicts the value of each impression for a brand and how much a brand should pay for it, ensuring you never pay more than an impression is worth.

CAMPAIGN RESULTS
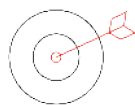
66%
BETTER eCPM

Performance

Client Goal ■ Dstillery

eCPM

0   5   10   15

CAMPAIGN PERFORMANCE

When working with the client, Dstillery used Custom Search Lookalikes and Predictive Bidding on The Trade Desk. The client used search keywords to seed the model which included terms like Knoxville football and Tennessee football tickets to target specific fans. We specifically built our model to target their niche audiences in an efficient way across the open web and used Predictive Bidding to ensure the best impressions were bought at the most efficient price to maximize every campaign dollar.

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

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