

Dstillery ID-free[®] Drives Lower 78% CPA Compared to 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 predictive bidding supported by The Trade Desk, Tombras continues to spearhead a new era of cookieless reach and campaign efficiency. It's 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

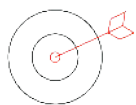
Tombras activated ID-free with predictive bidding, a feature where our AI predicts the value of each impression for a brand and how much a brand should pay for it.

EXCEPTIONAL PERFORMANCE

Tombras modeled campaign measurement to compare the results of ID-free to their CPA benchmark of \$50 with ID-free performing 91% better than their goal.

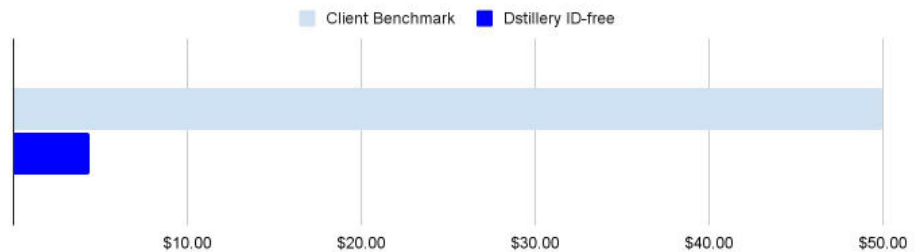
CAMPAIGN RESULTS

Increased conversions per dollar by over 4.6x



91%
BETTER CPA COMPARED TO CLIENT GOAL

CPA



78%
BETTER CPA COMPARED TO COOKIE-BASED

CPA

