Dstillery ID-free ® Performs 35% Better Than Client Goal

A computer manufacturer was eager to reach its target audience and utilized our ID-free technology to reach customers without IDs

Dstillery's ID-free Custom AI audiences beat a major computer brand's cost per view (CPV) goal by 35% on display and video campaigns. An ID-free Custom behavioral model was used to exceed performance KPI benchmarks.

CAMPAIGN STRATEGY

PRIVACY MEETS PERFORMANCE
ID-free adapts your model's scale to match your campaign objectives and deliver performance on par with cookies.

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

YOUR AUDIENCE FOR YOUR BRAND
Our bespoke targeting solution was built with first-party data to seed the client model, ensuring that the client's best customers were a crucial part of this brand campaign's seed data.

CAMPAIGN RESULTS
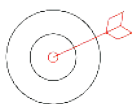
35%
BETTER CPV

Performance

Client Benchmark ■ Dstillery Performance

CPV

$0.00 $1.00 $2.00 $3.00

CAMPAIGN PERFORMANCE

This model was successful for the client due to there being pixels that were previously placed and had sufficient loads to build an audience from. This first-party data was a crucial element in a successful model build that performed 35% better than the client's $3.50 CPV benchmark with final results landing at ~$2.25 CPV.