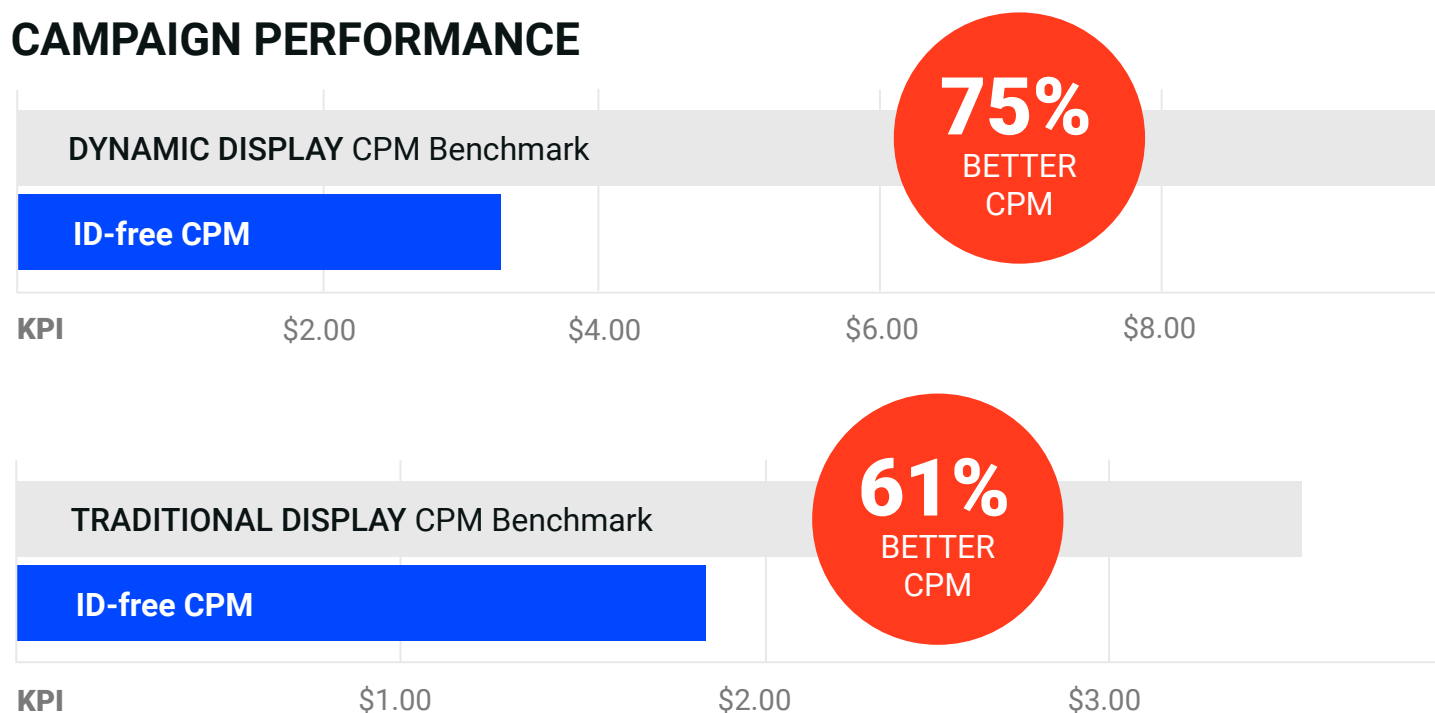


REVVING UP RESULTS:

ID-free[®] Drives Efficient CPMs for Automotive Brand's Display Campaigns

A reputable automotive brand was eager to reach its target audience of potential buyers by testing Dstillery's privacy-safe, ID-free targeting technology. Dstillery worked with Sokal, a **full-service agency specializing in digital advertising**. The Sokal and Dstillery teams used ID-free audiences to beat the automotive brand's CPM goals for dynamic and traditional display campaigns. The ID-free custom behavioral models were activated with Predictive Bidding, a feature where our AI predicts the precise value of each impression for a brand and how much should be paid for it.

CAMPAIGN PERFORMANCE



CAMPAIGN SUMMARY AND EXPANSION

Dstillery's dynamic prospecting ID-free model beat the client's ID-based model in CPM performance, resulting in a **75% better CPM for dynamic display** and **61% better CPM for traditional display**. Given this success, Sokal went on to build ID-free models for additional display and video campaigns within the same quarter.