

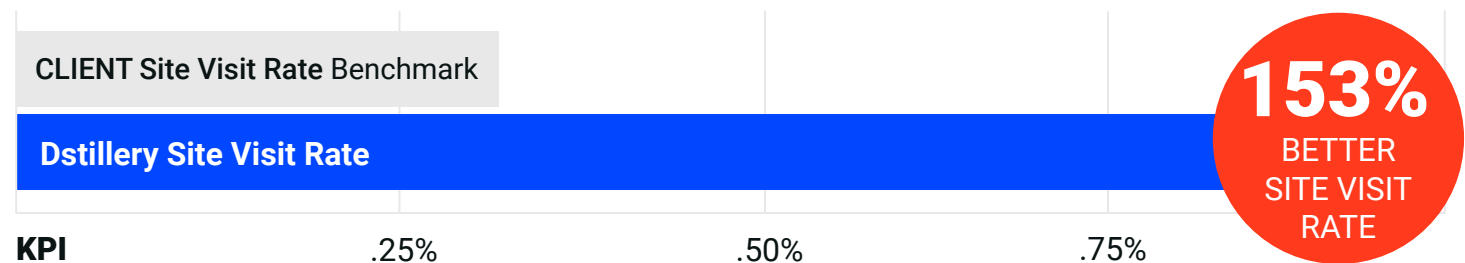
REVVED-UP RESULTS:

Dstillery's Custom Audiences Boost Auto Brand's Site Visit Rate by Over 100%

Dstillery worked with a leading automotive brand to help reach its niche target audience of potential electric car intenders and buyers. By leveraging our Custom Built and Custom Search Lookalike audiences, we exceeded the brand's goals.

The Custom Built audience focused on Techies, Environmental Conservation, Green Technology Enthusiasts, and Environmentally Conscious Consumers. We complimented this with a Custom Search Lookalike audience which uses AI to target the best impressions of people who are actively searching for a brands' keywords. The relevant search terms we used to tune the model included zero emissions, renewable energy, eco-friendly cars, environmental initiatives, carbon neutrality, and hybrid cars.

CAMPAIGN PERFORMANCE



CAMPAIGN SUMMARY AND EXPANSION

The combined Custom models delivered a .81% site visit rate, **153% better than the client benchmark** of .32%. Thanks to the impressive results, the brand expanded their use of Dstillery's top-of-funnel Custom Built and intent-based Custom Search Lookalike audience models for upcoming awareness and consideration campaigns.