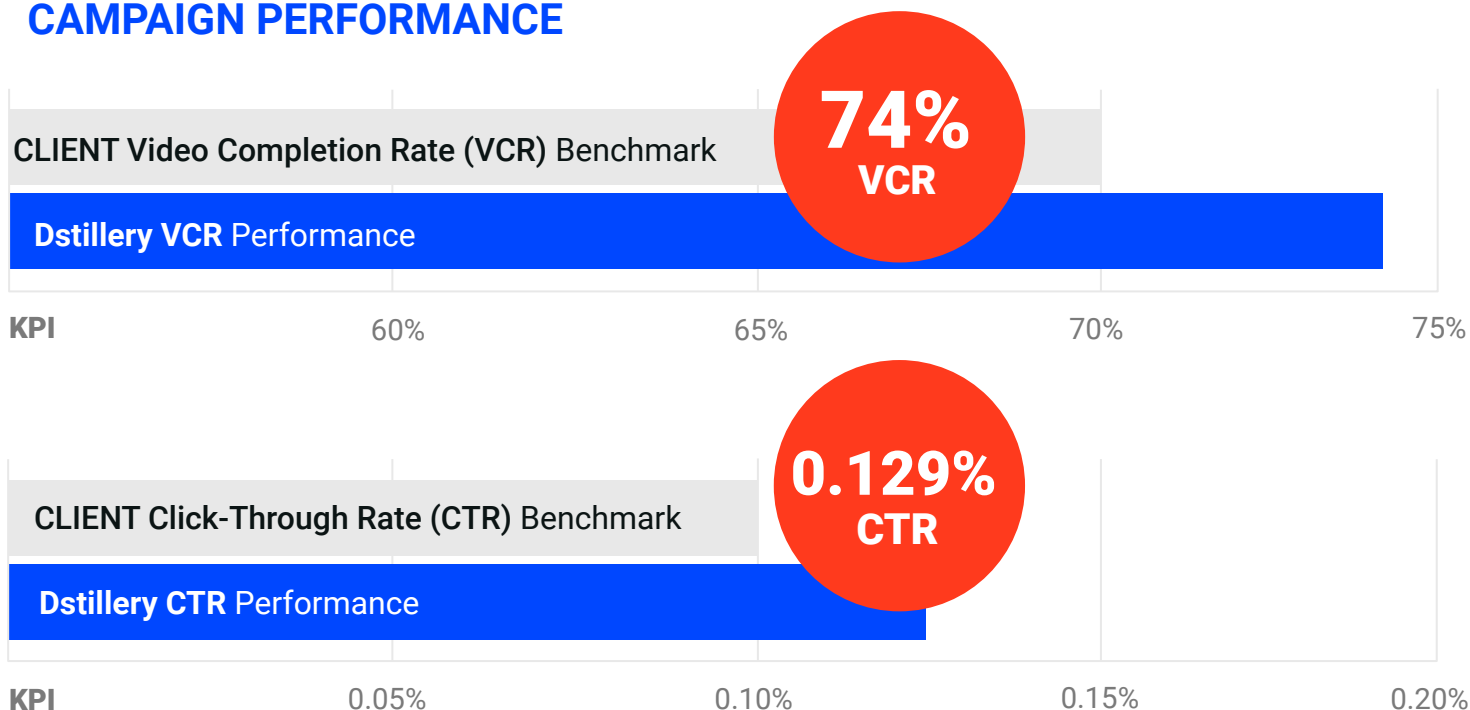


Custom Audience Targeting Elevates Brand Awareness for Luxury Appliance Client

When a reputable household appliance brand set out to boost brand awareness for its luxury products, they turned to Dstillery's leading AI ad targeting solutions that are easily activated **via Contextual Pipes on The Trade Desk**. By leveraging a combination of our audiences, along with competitive keyword and URL targeting, we reached their ideal prospects and drove significant engagement across the client's display and video campaigns.

CAMPAIGN PERFORMANCE



CAMPAIGN STRATEGY

To help achieve the client's brand awareness goals while allowing for ongoing optimization, we recommended a diverse product mix that included both our Pre-built and Custom audiences. By targeting luxury enthusiasts, non-branded keywords, and competitive URLs expressed via contextual rail on The Trade Desk, the campaigns exceeded the client's benchmarks of 70% VCR and 0.1% CTR.

To learn more, email contact@dstillery.com.