Dstillery's Custom AI Audiences Boost ROAS and Improve CPA for Consumer Goods Brand

A leading consumer goods brand specializing in personalized prints and wedding products, aimed to improve return on ad spend (ROAS) and customer acquisition cost (CPA) compared to the previous year. Leveraging their rich first-party data, Dstillery activated Custom AI Audiences and search intent strategies for the brand's wedding and holiday campaigns.

CRUSHING GOALS & DRIVING GROWTH

With the power of Custom AI Audiences, these campaigns didn't just meet expectations – they blew the client's KPIs out of the water. The wedding campaign delivered a CPA of $137, performing 28% better than the $190 target, while **ROAS skyrocketed 58% YoY**. The holiday campaign also crushed its goals, delivering a $17 CPA, an improvement of 37%, and saw **conversions surge 43% with a 17% boost in ROAS YoY.** Bottom line? Dstillery's AI-driven approach didn't just work – it dominated.

WHY CUSTOM AI STANDS OUT

Dstillery's Custom AI Audiences proved to be the top-performing tactic across both campaigns, demonstrating the power of combining machine learning with first-party data to deliver exceptional results. Unlike traditional lookalikes, Custom AI continuously learns and refines audience models, identifying net-new prospects with the highest likelihood to convert. To eliminate wasted ad spend, Custom AI scores, ranks, and qualifies each device daily, ensuring campaigns stay optimized in real-time for the best possible results.

CAMPAIGN PERFORMANCE
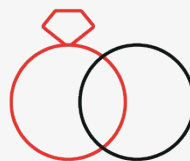
WEDDING

+58%

ROAS INCREASE YoY

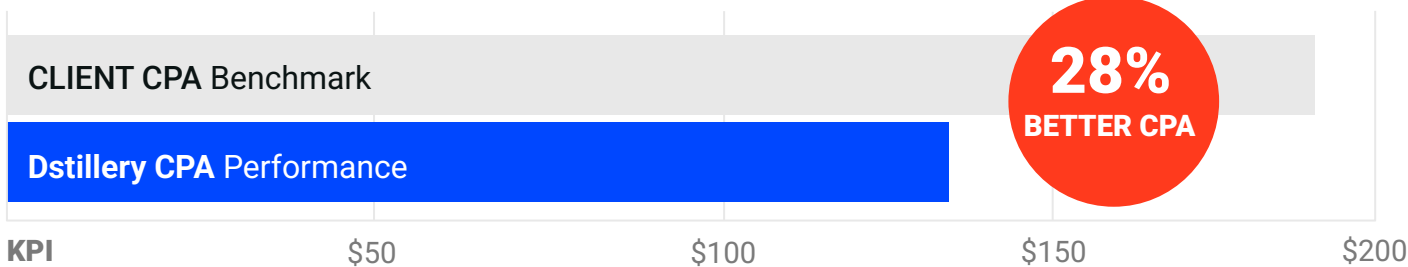HOLIDAY

+17%

ROAS INCREASE YoY

PERFORMANCE ACROSS FIRST-PARTY DATA MODALITIES

One of the key strengths of Custom AI is its ability to unlock the full value of a brand's first-party data, regardless of format. For the wedding campaign, Dstillery used a **site pixel** to create Custom AI Audiences based on visitor behavior, enabling precise targeting beyond existing customers. For the holiday campaign, Dstillery built Custom AI Audiences from **CRM lists of top purchasers in key DMAs**, ensuring the brand reached new, high-value audiences that matched existing customer profiles.

Brands recognize their first-party data as one of their most valuable assets — Custom AI takes it further, transforming it into a scalable advertising strategy to find more customers and drive stronger performance.

Dstillery's AI-driven approach outperformed other partners, delivering stronger ROAS, lower CPAs, and significant year-over-year improvements.

WEDDING

CLIENT CPA Benchmark	**28%** BETTER CPA
Dstillery CPA Performance	

KPI $50 $100 $150 $200

HOLIDAY

CLIENT CPA Benchmark	**37%** BETTER CPA
Dstillery CPA Performance	

KPI $10 $20 $30 $40

To learn more, contact your Dstillery rep or email contact@dstillery.com

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