

Predictive Contextual on Microsoft Advertising

Performance-focused contextual solution available via new integration

Supercharge your contextual targeting strategy with Dstillery's Predictive Contextual, powered by ID-free[®] technology – now integrated in Microsoft Advertising.

ID-free technology goes beyond standard keywords and analyzes web visitation signals to identify the highest-value impression opportunities. With Predictive Contextual, buyers have direct access to a smarter approach to reach untapped audiences – driving performance without compromising on privacy or scale.

Reminder



Dstillery must be added as a data provider in Microsoft Invest. Under *Manage Data Providers*, find Dstillery and check the box to unlock this new contextual solution in your seat.

Why activate Predictive Contextual on Microsoft Advertising?

PRIVACY-FIRST TARGETING

Reach the right audiences without relying on third-party cookies or user tracking

GREATER EFFICIENCY & SCALE

Expand your footprint and find more high-value impressions and untapped audiences

BETTER PERFORMANCE

Predictive Contextual achieved 84% lower CPA and delivered 3X more impressions than traditional contextual