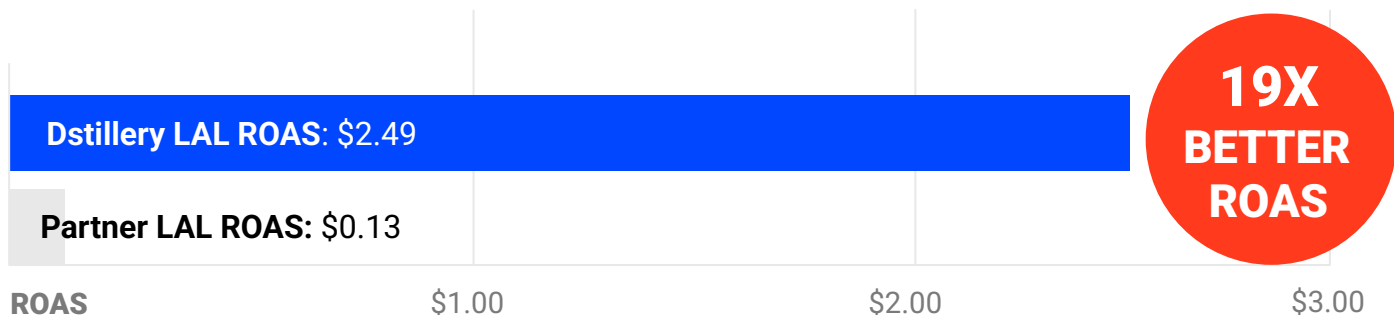


# Hitting the Right Note: How a Ticketing Platform Improved ROAS by Using Custom AI Audiences

An online ticketing website for live music and classical performances was struggling to generate a high-performing return on ad spend (ROAS). Although the brand was already capturing valuable first-party data via an on-site pixel and activating it through a DMP lookalike (LAL) partner, performance lagged and conversions fell flat. That changed when the brand tested Dstillery's Custom AI. By harnessing the brand's first-party pixel data, **Dstillery built a Custom AI audience modeled specifically to identify users most likely to purchase tickets** — delivering a superior LAL strategy.

## CAMPAIGN PERFORMANCE

19x more return on every ad dollar while increasing delivery by 75%



## AN ENCORE PERFORMANCE WITH CUSTOM AI

Custom AI audiences didn't just perform — they *outperformed* the brand's other DMP LAL partner, delivering such a dramatic ROAS improvement that **the client shifted 100% of their LAL targeting to Dstillery.**

Instead of a one-size-fits-all model, Dstillery's Custom AI model trains on real behavioral signals from the pixel placed on the brand's website. Dstillery's AI pinpointed high-value prospects with a proven passion for live music, classical concerts, and symphonies who were not just likely to click, but primed to purchase.