

# Dstillery Helps Keynes Digital Climb to \$7 ROAS with CTV

Advertising agency, Keynes Digital, working with an online retailer specializing in premium outdoor gear and apparel, set out to blaze a trail to better return on ad spend (ROAS) through Connected TV (CTV). Their mission? Reach comfort-driven, style-conscious millennial and Gen X outdoor enthusiasts, who demand both functionality and flair in their hiking, skiing, and camping gear. **The benchmark for success: a \$5 ROAS.**

## CTV That Goes the Extra Mile

Dstillery helped Keynes Digital surpass their performance goals, **delivering an impressive \$7 ROAS on their CTV campaigns** – exceeding expectations by 40%. With precision targeting and fresh data fueling every impression, Keynes reached the right audience at scale without sacrificing efficiency.

## Custom AI in Action: Precision That Peaks Performance

To reach high-performance gear seekers, Keynes activated **Dstillery's Custom AI and Custom Built audiences, optimized for CTV and activated via The Trade Desk.**



But what exactly are Custom AI audiences and why do they work so well for CTV?

## AI-Driven Precision at Scale

Dstillery's Custom AI audiences are trained exclusively on a brand's own first-party data, resulting in a proprietary AI model tailored specifically to that brand. The model analyzes event-level behavioral signals from hundreds of millions of users to identify the behaviors most predictive of performance for the brand.

Each device is scored and ranked, and audiences are delivered in a range of sizes — allowing flexibility in scale without sacrificing precision. That's critical for CTV, where waste is costly, reach is essential, and relevance drives results.



To keep pace with evolving consumer behaviors, **Dstillery re-scores every device every 24 hours**, delivering an unmatched level of freshness in targeting data.

As Keynes and Dstillery gear up for what's next, they'll continue scaling performance with AI-powered audiences built to evolve — just like their customers.



"Dstillery's audience segments, that refresh every 24 hours, have consistently driven exceptional performance for our CTV campaigns, helping us reach the right viewers with precision and scale."

Their top-tier account management team always goes beyond execution — offering strategic audience recommendations and collaboration."

**Daniella Romanaggi**  
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