

Retail Purchase Intent Audiences

Custom and seamless approach to off-site retail advertising

Retail media is booming, and off-site retail advertising – placing ads in channels outside of the retailer’s properties – is set to play a major role. Dstillery **Retail Purchase Intent Audiences** is a new take on off-site advertising that understands the behaviors in our opted-in panel of devices actively visiting product pages on the largest digital retailers. This solution then pinpoints the best targeting opportunities for your brand’s products or your competitor’s products and makes them available across all activation tactics and channels.

Did you know?



While 58% of brands and agencies say off-site is better for upper-funnel goals, 34% use off-site to satisfy lower-funnel goals.¹

Expanded Reach

Leverage product-specific data to extend reach beyond on-site retail channels to engage a broader audience across relevant websites.

Competitive Conquesting

Go beyond your own products by tapping into your competitors' audience, introducing your brand to new potential customers, and capturing untapped opportunities.

Available Everywhere

Seamlessly activate retail data on any channel (Display, OLV, CTV) across any activation tactic (user segments, contextual, curation, and custom bidding algorithms).

Retail purchase data from retailers across these verticals



Big Box Retail



Online Retail



CPG / Grocery



Travel



Tech

¹eMarketer - Off-site advertising will play an emerging role in advertisers' retail media strategies