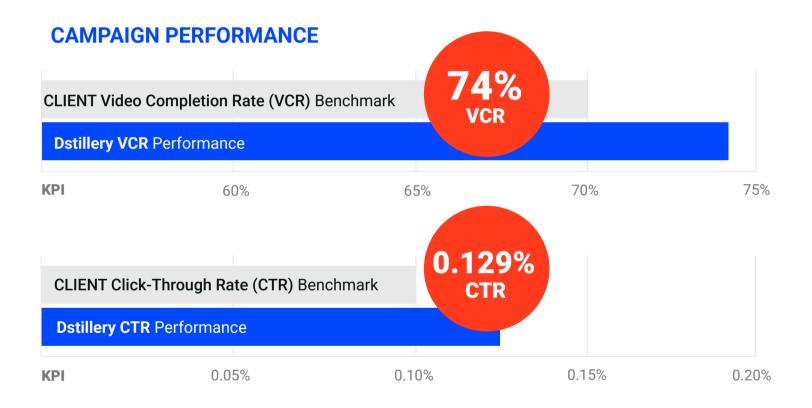


## Custom Audience Targeting Elevates Brand Awareness for Luxury Appliance Client

When a reputable household appliance brand set out to boost brand awareness for its luxury products, they turned to Dstillery's leading AI ad targeting solutions that are easily activated **via Contextual Pipes on The Trade Desk**. By leveraging a combination of our audiences, along with competitive keyword and URL targeting, we reached their ideal prospects and drove significant engagement across the client's display and video campaigns.



## **CAMPAIGN STRATEGY**

To help achieve the client's brand awareness goals while allowing for ongoing optimization, we recommended a diverse product mix that included both our Pre-built and Custom audiences. By targeting luxury enthusiasts, non-branded keywords, and competitive URLs expressed via contextual rail on The Trade Desk, the campaigns exceeded the client's benchmarks of 70% VCR and 0.1% CTR.