

Dstillery Drove **90.7%** In-Store Lift For an International Confectionery Company

An international confectionery company turned to Dstillery to drive customers to four different QSRs -Menchie's, Freddy's Steakburgers, Cook Out and Krystal -to purchase a new flavor of ice cream.

Dstillery Strategy & Solution

To reach the client's target audience at scale, Dstillery utilized Behavioral Audiences such as Restaurant Researchers and Price-Conscious Grocery Shoppers. Consistent optimizations were made towards the best-performing QSR-specific creatives to continue driving users in-store.

Campaign Results & Impact

Dstillery partnered with Placed to measure in-store lift at each target QSR. Menchie's saw the highest in-store lift percentage, at 90.7%. Freddy's was not far behind, at 57.87% lift. Nearly 3% of consumers visited Freddy's the same day of seeing the ad. Cook Out saw a 38.64% increase in in-store visits, and Krystal saw a 16.02% in-store lift.



W/SP 2021 CPG AUDIENCE RECOMMENDATIONS

- Candy Shoppers
- Coffee Lovers
- Ice Cream Shoppers
- Junk Food Lovers
- Sparking Water Enthusiasts
- Soda Drinkers
- Milk and Dairy Shoppers
- Beer Lovers
- Wine Lovers
- Craft Beer Enthusiasts
- Craft Spirits Enthusiasts
- Cocktail Recipe Researchers
- Online Alcohol Shoppers
- Whiskey Lovers
- Bed & Bath Shoppers
- Makeup Researchers
- Skincare Researchers
- Home Cleaning Shoppers

ABOUT DSTILLERY

To perform and achieve brand growth, the smartest data-driven brands know that generic audience solutions fall short.

We build just-for-your-brand Custom AI models on 10 million attributes to build your best audiences. Using our proprietary ProspectRank® technology, our Custom AI models score hundreds of millions of candidate members in and out of audiences every 24 hours to identify and activate audiences.

These audiences best match your unique BrandSignal®, which is our own version of your brand's physical and digital footprint.