

dstillery

DSTILLERY AUDIENCES DROVE A **\$14.53 : \$1 ROAS**

Client's Goals & Objectives

Since 2018, a computer technology company has challenged Dstillery to engage with small business owners and decision makers to drive sales at a high Return on Ad Spend (ROAS).

Dstillery's Strategy and Solution

Dstillery's Client Success team was able to use learnings from previous campaigns to make optimizations towards the top-performing tactics. A combination of Custom AI, Retargeting and Behavioral Audiences focused on small businesses, such as Business Decision Makers and Office Supply Shoppers, lead us to surpass their benchmark.

Campaign Results & Business Impact

In Q1'20, Dstillery achieved a \$14.53:\$1 ROAS, **124% above the original goal of \$6.50**. This success lead to a **50% increase in budget Q/Q**, with over **\$1.2MM invested in media** throughout our two-year partnership.