



dstillery

CUSTOM AUDIENCES
OUTPERFORM CPA
BENCHMARK BY
55%

Client's Goals & Objectives

Since 2018, a U.S. credit union has partnered with Dstillery to drive Tier 1 Product applications for their Auto Loans, Mortgage, Credit Card, and Membership offerings.

Dstillery's Strategy and Solution

Dstillery's Client Success and Data Science teams collaborated on a custom pixel strategy designed to drive users down the funnel. We placed separate pixels to capture and segment users who started an application, are midway through, and users who completed the application. These unique first-party data sets allowed us to retarget users who had yet to convert, as well as prospect new users likely to apply for a Tier 1 Product.

Campaign Results & Business Impact

Dstillery's custom audience strategy drove a \$30 CPA, **55% below goal**. We were named the **top performer** on the plan in 2018 and 2019, and received a **400% increase in investment** YoY to continue driving performance.