



dstillery

DSTILLERY EXCEEDS COST PER ONLINE ORDER BENCHMARK BY **65%**

Client's Goals & Objectives

A national fast food chain, who has partnered with Dstillery since Q4'19, pivoted their digital activation strategy during the Coronavirus pandemic to drive online orders at a \$5 Cost Per Online Order (CPOO).

Dstillery's Strategy and Solution

Dstillery placed a new conversion pixel on the client's website for Custom AI Modeling and Retargeting. The campaign's Client Success Manager also activated Coronavirus-related Behavioral Audiences to drive performance, including Food Delivery Service Users, Online Alcohol Buyers and Online Grocery Shoppers.

Campaign Results & Business Impact

Throughout the pandemic, Dstillery has driven a **\$1.76 CPOO, 65% below the client's original goal.**