

dstillery

NEW FORMATS STRENGTHEN CPA BY AN **ADDITIONAL 6%**

Client's Goals & Objectives

In Q1'20, an internet, cable and phone provider added incremental budget to their existing display plan with Dstillery to include OTT and Programmatic Audio.

Dstillery's Strategy and Solution

Prior to launch, Dstillery placed ad viewer pixels on the OTT and audio creatives. This allowed us to build custom retargeting segments comprised of users who watched the video or listened to the audio ad in full. We then targeted those users with display messaging to drive them down the funnel at the most efficient cost per acquisition.

Campaign Results & Business Impact

In addition to increased scale, adding sequential messaging to the campaign helped further strengthen the client's CPA by 6%. **The overall campaign CPA is now \$13, 68% below goal.**