

dstillery

CUSTOM AUDIENCES
EXCEED IN-STORE LIFT
BENCHMARK BY
49%

Client's Goals & Objectives

Since Q3'18, a sports footwear and apparel brand has partnered with Dstillery to drive qualified site traffic and incremental foot traffic, as measured by NinthDecimal.

Dstillery's Strategy and Solution

Dstillery's Custom AI Audiences, built specifically for the brand using their first-party data, were used to prospect new users likely to make a purchase online or in-store. To further engage with users likely to shop in-store, we activated Location Audiences. These audiences, which are refined using Dstillery's geolocation authenticity patent, accurately target users who were seen visiting competitor locations.

Campaign Results & Business Impact

Dstillery's use of physical and digital data was key to exceeding both of the brand's objectives. We drove a **\$0.47 Cost Per Site Visit**, 53% below benchmark, and **25.8% incremental lift**.