



## DSTILLERY'S CUSTOM AUDIENCES OUTPERFORM CONVERSION RATES BY 20%



### Comporium's Goals & Objectives

Comporium, a local internet, cable and phone provider, partnered with Dstillery to better understand their prospective customers. Their ultimate goal was to utilize Dstillery's custom audience solutions to acquire new leads for their sales team.

### Dstillery's Strategy and Solution

Prior to campaign launch, Dstillery placed pixels across Comporium's website to analyze the attributes of their site visitors and subscribers. Using Audience Studio, Dstillery's insights UI, we were able to uncover the top demographics, interests, behaviors, and location visitation patterns of their customers.

In addition to providing insights, Dstillery used the pixels as seed sets Custom AI Audiences. These audiences took the top attributes of their current customers and placed them in a custom AI model. The model, which was refreshed every 24 hours, prospected new users who shared similar behaviors, but had yet to interact with the brand.

### Campaign Results & Business Impact

With the insights and custom audiences provided, Comporium was able to hone in on their next best customers, tailoring their creative messaging to match their interests. After launching media, **conversion rates continuously increased and were 20% higher** than other enterprise campaigns.

**"Dstillery has allowed us to target our marketing message with pin point accuracy as opposed to a broad based message that we had in the past. The result is an increased conversion rate."**

**Sok Verdery**

Director of Digital Strategy at Comporium