



**DROVE SERVICEABLE
LEADS AT 35% BELOW
GOAL**



WOW!'s Goals & Objectives

In early 2018, internet, cable and phone provider, WOW!, approached Dstillery to help drive new customer acquisition at an efficient cost per lead (CPL) for their residential products.

Dstillery's Strategy and Solution

To help WOW! achieve their business goals, Dstillery sought to reach customers who are moving and/or in-market to change service providers. Dstillery ran a Managed Service campaign with WOW! using our Custom AI Audiences, Behavioral Audiences and Ranked Retargeting solution. After seeing strong results with the initial test, the monthly budget grew by 75%, which included the Residential line of business, as well as additional lines of business, including WOW! For Business, NuLink and EdgeOut programs.

WOW!'s Performance

To drive the most efficient CPA, Dstillery's Account Management team continuously monitored and optimized top performing audience segments and creatives. Dstillery's Custom AI Audiences, powered by WOW!'s first-party data, and Ranked Retargeting performed best.

Campaign Results & Business Impact

Dstillery was able to drive an extremely efficient cost per lead that remained well under the original benchmark set by WOW!. While each line of business has its own goals, Dstillery was able to exceed the given CPLs by 35% on average.