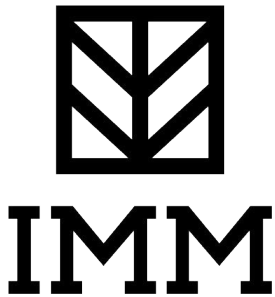


DSTILLERY + IMM CASE STUDY

Driving Up to 60% Performance Lift Across Four Major Brands



**TRADE DESK
POWER USER
IMM TAPS
DSTILLERY'S HIGH
PERFORMANCE
AUDIENCES**

IMM, a full-service digital marketing agency that uses the The Trade Desk platform across all its accounts, tapped Dstillery's high performance Crafted and Custom audiences in Q4 2017 to boost audience reach and relevance.

Leveraging Dstillery's frequently-refreshed look alike audiences on The Trade Desk platform was a no-brainer tactic to test. Exclusive access to the audiences combined with deep audience analytics by Dstillery's Client Services team opened up bottom-line growth opportunities for our brands across several verticals. With one VOIP brand, leveraging Dstillery's custom audiences outperformed other prospecting tactics by 39% in CPA.

Jenny Shi, Supervisor, Media Performance, IMM

DSTILLERY CUSTOM & CRAFTED AUDIENCES OUTPERFORM BRAND BENCHMARKS



NATIONWIDE, NO CONTRACT CELL PHONE SERVICE PROVIDER

- Compared to similar mid-funnel tactics, Dstillery drove a CPA that was 60% more efficient
- Contributed to more than 20% of DSP-reported sales



VOIP-CALLING PIONEER

- Compared to the rest of the Connected TV campaign, Dstillery outperformed the average CPA by 31%, with Dstillery driving 6% of CTV prospecting sales with only .6% of the budget
- Dstillery's average CPM was 11% more efficient than the CTV campaign average, enabling IMM to reach users more efficiently with Dstillery segments
- Compared to other mid-funnel tactics, Dstillery drove a 39% more efficient CPA and contributed to more than 40% of magicJack's DSP-reported sales



THE COUNTRY'S TOP TV STREAMING PROVIDER

- The Dstillery ad group delivered the best, total CPA for the campaign
- Performed 50% better than campaign average CPA (on only 10% of campaign spend) which resulted in 57% better CPA than historical benchmark



FUSING ROBOTIC AND DIGITAL TECHNOLOGY INTO IMMERSIVE ENTERTAINMENT EXPERIENCES

- Drove a 66% lift in CPA performance versus mid-funnel video campaign average
- Dstillery segments resulted in a 14% more efficient CPA than Sphero's display campaign average

Dstillery is the leading predictive marketing intelligence company, helping Fortune 500 companies and brands drive revenue growth by providing an omniscient, actionable view of consumer behavior.

To learn more, contact info@dstillery.com or your Account Executive

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