

ID-FREE CUSTOM AI

Dstillery’s ID-free solution continued to drive performance for a logistics company without the use of third-party identifiers, outperforming the Contextual CPA by **88%**

Client’s Goals & Objectives

A transportation and logistics company challenged Dstillery to help prospect new members of its niche target of freight shippers. In Q4’20, they tested Dstillery’s new ID-free Custom AI to help drive shipment bookings.

About Dstillery’s ID-free Solution

ID-free Custom AI* is designed using the same machine learning-based predictive modeling as ID-based Custom AI, reaching users without enabling third-party cookies or any identifiers.

Modeled from a brand’s own data, Dstillery’s ID-free Custom AI uses privacy-friendly signals to discover and predict the best audiences across the programmatic web.

ID-free Testing Strategy

Dstillery split the testing budget between four targeting tactics: ID-free Custom AI, cookie-based Custom AI, Contextual and Run of Network. Each campaign was targeted to a unique portion of the trackable web to ensure no person saw ads from more than one tactic. Additional parameters included:

- All tactics used the same \$2 bid price with all fees baked into the eCPA analysis.
- No manual or automated performance optimizations were applied to better understand baseline performance for each tactic.

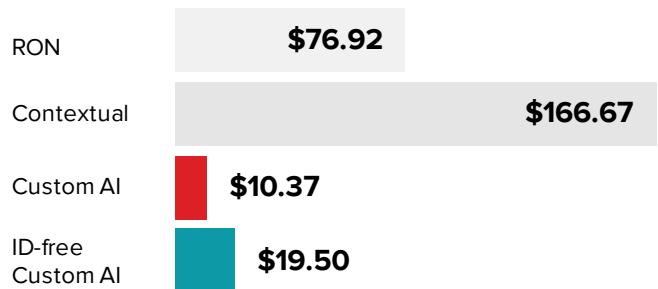
Campaign Results & Business Impact

Within the one week test, all four tactics drove a total of **220 conversions**. Dstillery’s cookie-based Custom AI Audiences drove the strongest performance with 132 shipment bookings, and ID-free Custom AI came in second with 69 shipment bookings.

*Patent Pending

EFFICIENT CPA

Targeting ID-free Custom AI achieved a **88% lower CPA** than contextual targeting.



AUDIENCE PROFILE INSIGHTS

ID-free Custom AI uncovered **new and unexpected** insights on the brand’s target audience.

VACATION GETAWAYS

The brand’s customers want to travel as soon as possible, with top indexing behaviors influenced by current events:

- Flight & Hotel Shoppers
- Global Destinations Reopening Researchers

SOCCER

The brand’s customers have a strong interest in soccer, with top indexing behaviors related to European teams:

- Chelsea Fans
- Arsenal Fans
- Premier League Fans

AUTO EXCURSIONS

The brand’s customers have many interests outside of work, including an interest of hitting the open road:

- Harley Davidson Shoppers
- Online Auto Shoppers