

# DSTILLERY + LONGWOOD CASE STUDY

Drove Ticket Sale Efficiencies 70% Lower Than Goal



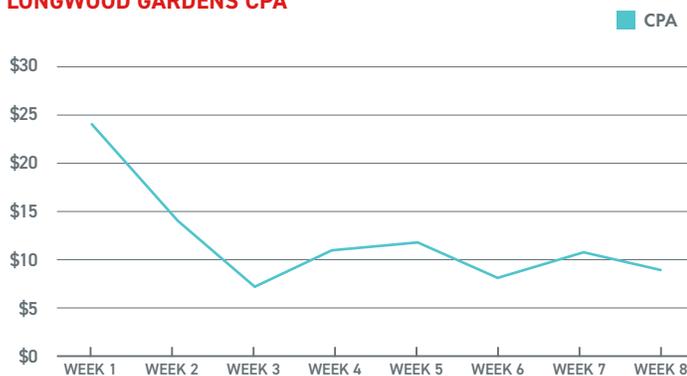
## LONGWOOD'S GOALS & OBJECTIVES

In the Fall of 2017, Longwood Gardens, a Pennsylvania public garden, tapped Dstillery to raise brand awareness and excitement for the fall season in key target markets, as well as drive ticket sales with an efficient cost per acquisition (CPA) of less than \$35.

## DSTILLERY STRATEGY & SOLUTION

To achieve Longwood's objectives, Dstillery's team helped the brand discover new audiences such as Recreational Sports Participants and Energy Savers. We then immediately activated these audiences through Dstillery's DSP platform, Bartender.

## LONGWOOD GARDENS CPA



To drive the most efficient CPA, Dstillery's Client Services team used Bartender to continuously monitor and optimize towards top performing creatives and crafted audience segments such as Broadway Fans, Home Security Researchers and ISP Decision Makers.

## CAMPAIGN RESULTS & BUSINESS IMPACT

Dstillery not only helped drive significantly more efficient CPAs at 70% below goal (\$10.48), but also helped Longwood unlock new insights about their audiences' physical and digital behaviors.

## CAMPAIGN INSIGHTS

- Fridays drive the most ticket sales
- 10am-11am drive the most ticket sales
- 60% conversions come from Philadelphia
- 45% of users converted on the same day of seeing an ad
- 300x250 ad size drove the most ticket sales

"Working with Dstillery has made a real impact to our business and how we approach our growth initiatives. I'm so impressed by the highly strategic, and directly actionable insights from the client services team--I look forward to expanding our relationship this year."

**NICK D'ADDEZIO,**  
MARKETING DIRECTOR AT LONGWOOD GARDENS

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](mailto:info@dstillery.com) or your Account Executive

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