

# Dstillery's Content Influencer Audiences Provide Incremental Reach

In Q3'20, a lifestyle motorcycle brand partnered with Dstillery on a managed service basis with a goal of reaching moto enthusiasts on non-endemic websites. They measured success using a 70% VCR benchmark.

## Dstillery Strategy & Solution

Dstillery leveraged its new **Content Influencer** segments, made in partnership with Screen Engine/ASI, to increase reach among new consumers. Content Influencer audiences are built using individuals who intent to recommend TV shows and films through surveys or promotional screenings as a seed set for **Custom AI** modeling. We chose to activate the **Action Content Influencer** audience, which gave us access to additional users with proclivity for the brand that we otherwise would not have reached with traditional segments.

## Campaign Results & Impact

The Action Content Influencer audience **drove a 75% VCR, 7% above** the brand's original benchmark.



## S/S 2022 Auto Audience Recommendations

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| <ul style="list-style-type: none"> <li>● Motorcycle Buyers</li> <li>● Motorcycle Enthusiasts</li> <li>● Motorcycle Racing Researchers</li> <li>● Dirt Bike Enthusiasts</li> <li>● Motorcycle Lifestyle Enthusiasts</li> </ul> | <ul style="list-style-type: none"> <li>● Car Forums</li> <li>● Luxury Vehicle Shoppers</li> <li>● Porsche Shoppers</li> <li>● Ducati Shoppers</li> <li>● Harley Davidson Shoppers</li> <li>● BMW Shoppers</li> </ul> | <ul style="list-style-type: none"> <li>● Snowmobile Enthusiasts</li> <li>● Cycling Enthusiasts</li> <li>● eCycling Enthusiasts</li> <li>● Motorcycles and Snowmobiles</li> <li>● Motor Scooter Enthusiasts</li> <li>● Classic Car Shoppers</li> </ul> |
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