



Dstillery's Content Influencer Audiences Provide Incremental Reach

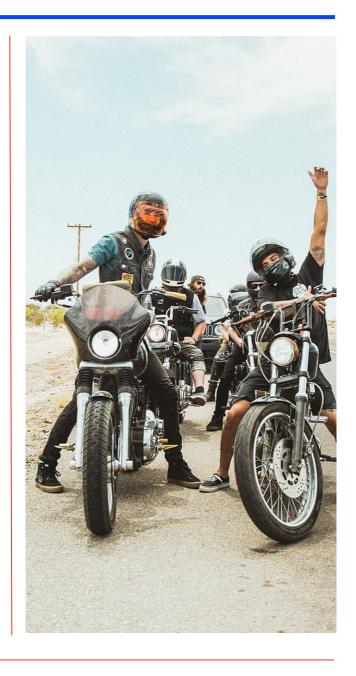
In Q3'20, a lifestyle motorcycle brand partnered with Dstillery on a managed service basis with a goal of reaching moto enthusiasts on nonendemic websites. They measured success using a 70% VCR benchmark.

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 Al 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

- Motorcycle Buyers
- Motorcycle Enthusiasts
- Motorcycle Racing Researchers
- Dirt Bike Enthusiasts
- Motorcycle Lifestyle **Enthusiasts**

- Car Forums
- Luxury Vehicle Shoppers
- Porsche Shoppers
- **Ducati Shoppers**
- Harley Davidson Shoppers
- **BMW Shoppers**

- Snowmobile Enthusiasts
- Cycling Enthusiasts
- eCycling Enthusiasts
- Motorcycles and Snowmobiles
- Motor Scooter Enthusiasts
- Classic Car Shoppers