

## Dstillery Audiences Exceed CPA Goal By 28%

Since 2019, a Georgia State Park has partnered with Dstillery to drive ticket sales and memberships.

This state park enlisted Dstillery for their extensive **Custom AI audience** suite and depth. By utilizing seasonal activities and Custom AI audiences, the state park met and exceeded CPA goals.

### Dstillery Strategy & Solution

The park had several promotional periods throughout the campaign. Dstillery capitalized on this strategy by launching relevant Behavioral Audiences specific to each seasonal promotion, based on activities such as *Ski and Snowboard Enthusiasts* during the winter season and *Backpacking Enthusiasts* in the summer. These audiences, coupled with Custom AI and Retargeting, drove interested consumers to the park's website.

### Campaign Results & Impact

At the end of the year-long campaign, Dstillery achieved a **\$18 CPA, 28% below the original goal of \$25.**



## S/S 2022 Travel Audience Recommendations

- Backpacking
- Hiking Enthusiasts
- Mountain Biking Enthusiasts
- Camping Enthusiasts
- Rock Climbing Enthusiasts
- Fishing Enthusiasts
- Cycling Enthusiasts
- Hunting
- Ski and Snowboard Enthusiasts
- Canoe & Kayak Enthusiasts
- Recreational Vehicle Enthusiasts
- Horseback Riding Enthusiasts
- KOA Campground Visitors
- Waterfront Vacationers
- Fishing Equipment Shoppers
- Outdoors Enthusiasts
- Survivalist Enthusiasts
- Swimming Enthusiasts