

CASE STUDY

dstillery

ACQUIRED HIGH-VALUE SUBSCRIBERS FOR A **STREAMING MEDIA BRAND** AT A CPA 30% BELOW OUR COMPETITORS

Client's Goals & Objectives

Shift focus from run-of-the-mill subscribers to high-value subscribers who stay for at least three billing cycles.

Dstillery's Strategy and Solution

For this campaign, Dstillery created Custom AI Audiences modeled off the brand's most valuable customers. To add additional scale, we also created custom Behavioral Audiences that aligned with the brand's target: Streaming Device Shoppers, Streaming Video Fans, HDTV Researchers and Digital Antenna Users.

Campaign Results & Business Impact

Dstillery was 30% more efficient with below target cost-per-subscriber compared to other partners and 20% above goal of incremental high-value subscribers.