dstillery

DROVE A $2.44:$1 RoAS FOR A
LEADING FOOTWEAR BRAND

Client's Goals & Objectives

Drive Return on Ad Spend (RoAS), find new customers and help the brand show the right ad to the right consumer.

Dstillery's Strategy and Solution

Dstillery placed pixels to observe the brand's web traffic and online purchase behavior. Leveraging a custom pixel integration on its homepage, DMP, and other online observed behaviors, Dstillery created High-Value Customer (HVC) models based on cart size. These Custom AI Models powered high-fidelity Custom AI Audiences to find users similar to the footwear brand's most valuable customers.

Campaign Results & Business Impact

Dstillery helped drive $2.44 in revenue for every $1 managed. Dstillery also found incremental Behavioral Audiences which index highly for the brand's high-value shoppers like, Rental Car Users, Frequent Travelers and Budget Hotel Visitors.