

DSTILLERY AUDIENCES

DISCOVER + ACTIVATE NEW CONSUMERS



THE CHALLENGE

Reaching the right audience with the right message at the right time is every marketer's holy grail.

At Dstillery, the journey starts with helping marketers tap into previously undiscovered, high value customers.

"We hold three things above all else: strategy, transparency and customer service while hitting strict performance KPIs. Dstillery has these qualities and much more. Their team adapts quickly, pushes performance goals, and thinks outside-the-box."

JOSEPH BZOMOWSKI
MEDIA PLANNER/BUYER AT M&C SAATCHI MOBILE

4 POWERFUL INSIGHTS-DRIVEN SOLUTIONS

We offer a full-funnel set of solutions to help you effectively discover and scale new consumers. Easily activate them through your platforms or Dstillery's DSP.

ACT-ALIKE AUDIENCES

Discover new consumers that behave (visit sites, open apps, visit stores, make purchases) like your best customers - derived from your first-party data (DMP, CRM and other primary data sources).

CRAFTED AUDIENCES

Reach custom audiences designed from website visitation behaviors. Using a list of URLs that existing customers or target personas visit, we identify NEW prospects exhibiting similar behaviors.

LOCATION AUDIENCES

Connect to people who visit relevant locations. Leveraging mobile device activity, you can reach relevant consumers while they are at your store or afterwards across multiple devices.

RANKED RETARGETING

Re-engage your most high-intent site visitors. Our advanced scoring and ranking algorithms look at how recently consumers visited, how frequently they visited your sites, and other offsite behaviors.

WHAT'S YOUR BRAND DNA?

Your Brand DNA is your best kept secret. Like a fingerprint, it's unique--no one else can say they have the same value proposition, values, audiences and channels.

Dstillery's Audience solutions help you discover and activate new potential customers that align with your Brand DNA, to drive awareness, engagement and ultimately revenue growth.



DSTILLERY'S DECISION ENGINE CATERS TO YOUR BRAND'S DNA

FRESH DATA = FRESH AUDIENCES

We clean 160B offline and online consumer interactions across devices to update your audiences every day.

PATENTED FRAUD PREVENTION

We're the only company in the industry with a patent that protects marketers from wasting fraudulent impressions.

RANKED SCORING

Our proprietary technology Prospect Rank not only scores potential consumers based on relevant behaviors, but also weeds out consumers who are no longer in-market.

PREDICTIVE MODELS

We identify relevant consumers most likely to buy your products.

KEY BENEFITS

- **Discover** new, relevant in-market audiences
- **Scale** high performance across top KPIs
- **Save time** to work on more strategic initiatives

SUCCESS STORIES

Act-alike Audiences' high performance caused a leading global investment banking, securities and investment management firm to rethink their goal and reallocate a portion of their Google DBM budget to Dstillery.

With **Crafted Audiences**, the number one live TV streaming service in the US expanded their reach to more niche Latino segments, driving cost per sign up significantly below the client's KPI goals.

Location Audiences helped one of the largest discount store retailers in the US to drive a 26% lift in in-store visitation at specific stores that sell groceries.