

Custom AI Audiences Outperform CPSV Benchmark by 92%

In Q4'20, an outdoor retailer partnered with Dstillery to increase consideration for its winter products. The benchmark for success was a \$2.00 cost per site visit.

Dstillery Strategy & Solution

Dstillery was able to leverage the brand's CRM data, comprised of high value customers, to use as a seed set for Custom AI Audiences. These audiences were targeted across viewable video inventory. Because we placed ad viewer pixels on the video creatives, we were then able to sequentially message users who watched the ad in full with a display creative.

Campaign Results & Impact

The combination of Custom AI Audiences and sequential messaging drove in-market consumers to the brand's website at a \$0.16 CPSV, well below the original goal.



F/W 2021 RETAIL AUDIENCE RECOMMENDATIONS

- Luxury Retail Shoppers
- Sleepwear Shoppers
- Discount Shopping
- Furniture Shopping
- Retail Industry News
- Athleisure Shoppers
- Luggage Shoppers
- Thrift Store Shoppers
- Online Shoppers
- Electronic Shoppers
- Toys Shopping
- Shopping Catalogues
- IKEA Shoppers
- Shoe Shoppers
- EBay Shoppers
- Trendy Shoe Shopper
- Hipster Clothing
- Teen Girl Clothing Shoppers
- Trendy Denim Shoppers

ABOUT DSTILLERY

To perform and achieve brand growth, the smartest data-driven brands know that generic audience solutions fall short.

We build just-for-your-brand Custom AI models on 10 million attributes to build your best audiences. Using our proprietary ProspectRank® technology, our Custom AI models score hundreds of millions of candidate members in and out of audiences every 24 hours to identify and activate audiences.

These audiences best match your unique BrandSignal®, which is our own version of your brand's physical and digital footprint.