

Xaxis Proves the Power of Viewability

The Challenge

Historically, advertisers have faced challenges when running viewability campaigns because conversions and viewability metrics are siloed in separate platforms. There has been no system to track whether conversions result from viewable or non-viewable impressions. Conversion data resides in the ad server, while viewability data is stored in the third-party verification vendor's platform. Because the two systems do not share data with each other, Xaxis built a custom integrated solution to understand the impact of viewability on conversions.

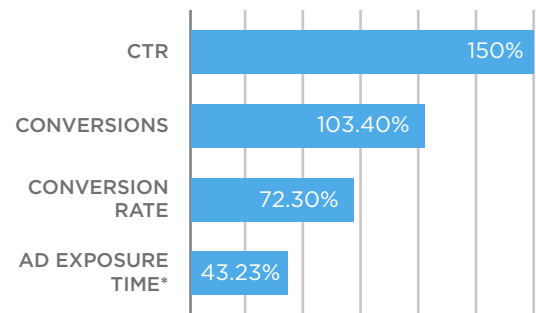
Strategy

In order to test the impact that CPM placements and vCPM placements had on conversion rates, Xaxis created a custom integration within their Data Management Platform to tie together viewability data from the third-party verification partner and conversion data from the ad server. Xaxis ran a test to determine whether vCPM impressions drive better campaign performance than CPM impressions.

Results

The test results showed that vCPM placements drove **better campaign performance than CPM** placements across the following measurements: longer ad time exposure, more conversions, higher conversion rate, higher CTR, and lower CPA.

VIEWABILITY PERFORMANCE LIFT



*Test Period: 12/21/2015 - 12/31/2015
Based on "At least 5 sec in view" measurement.

KEY FINDING

vCPM placements drove better campaign performance than CPM placements