

Xaxis Drives Online Sales with Dynamic Creative

Challenge

A major consumer electronics accessory company enlisted Xaxis to help drive ecommerce sales during the 2015 holiday shopping season. The client needed to promote two separate smartphone case product lines, each with its own distinct audience:

- **“Tough Protection” Mobile Phone Case:** Meant for users who live an active lifestyle and need the ultimate in mobile device protection. Target audiences for this product category include:
 - Busy parents whose toddlers use their phones to stay occupied in the back seat and in the kitchen
 - Crafters whose phones must endure DIY mishaps
 - Outdoor Enthusiasts who need to protect their phone and devices from drops, rain, and dirt
- **“Sleek, Trendy” Mobile Phone Case:** Meant for users who want a phone case that provides trusted protection without sacrificing style. This audience shows an affinity for fashion and design.

Success would be measured based on Post Click Orders, with a Post Click Cost Per Order (CPO) goal of \$200 or less. Retargeting was not permitted on the campaign as the client only wished to reach incremental users.

Audience Strategy

Xaxis understood the client’s goals and built a comprehensive programmatic audience strategy to drive online sales at an efficient cost per order.

- **Exclusions:** Xaxis built an exclusion audience pool to ensure that all users reached had not previously visited the client’s site.
- **Turbine Audience Targeting:** Xaxis leveraged its proprietary data management platform, Turbine, to create custom lookalike models based on the client’s site visitors and past purchasers. The team layered on tech and computer-related interest segments, as well as high indexing interest segments for each product group:
 - For “Tough Protection” product line, targeted “Auto” and “Pickup Truck” interest segments
 - For “Sleek, Trendy” product line, targeted “Fashion,” “Jewelry,” and “Interior Decorating” interest segments

Optimization Strategy

Xaxis combined the power of Turbine with Ad Labs, its in-house creative and interactive execution shop, to develop a dynamic creative optimization (DCO) strategy for the client. The Xaxis team made an ad template that dynamically served product-specific creatives based conversion and creative performance data.

Xaxis leveraged insights from the DMP mid campaign and applied learnings towards top performing days and hours across media channels. The team increased campaign spend during key holiday shopping dates (i.e. Black Friday and Cyber Monday). Budgets were shifted toward mobile as this channel drove the majority of conversions.

Results

Xaxis delivered an overall Post Click Cost Per Order (CPO) 33% below the client's campaign goal, at \$134.18 vs. the \$200 goal.

Furthermore, the campaign's Post Impression CPO was 79% lower than the client's Post Click CPO goal.

Post Click CPO
33%
below client goal

Post Impression CPO
79%
below client goal

COST PER ORDER ANALYSIS GOAL VS. CAMPAIGN RESULTS

