

# Xaxis Drives Sales at Efficient eCPA

## Challenge

A leading coffee and espresso machine brand needed to increase sales during the busy Q4 shopping season with a programmatic display campaign. The client's target audience included adult coffee drinkers and connoisseurs. The campaign's success would be measured based on total machine sales and cost-per-acquisition, with a **target eCPA of \$1,500**.

## Strategy

Xaxis understood the client's goals and used a variety of targeting tactics to reach the right users and drive coffee machine sales.

### Turbine Interest Segments:

Reached users who had displayed online behaviors indicating interest in various food & beverage categories (Coffee and Tea, Vegan, Japanese Cuisine, BBQ & Grilling, Vegetarian, Desserts & Baking), as well as certain non-food categories (Financial News, Budget & Travel, and Computer Reviews).

### Intent Targeting:

Targeted consumers who were in-market for small kitchen appliances.

### Purchase-based Targeting:

Using offline data purchase data partners, Xaxis reached household decision makers and consumers who frequently spend at grocery stores.

### Contextual Targeting:

Targeted users on contextually relevant pages and articles.

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## Results

Xaxis delivered a final eCPA of \$573.79, **61% lower** than the goal of \$1,500.

# 718%

The client saw 718% return on ad spend.

### Site Retargeting:

Re-engaged users who had previously visited the client's site and thus indicated interest in the brand's coffee machines.

### Look-alike Modeling:

Reached users who shared the same attributes as the brand's previous purchasers.

### Search Retargeting:

Used search engine data to re-engage users who had previously searched for relevant keywords such as coffee-related phrases and competitive coffee machine brand names.

