

CASE STUDY

# Wayfair

## Wayfair achieves high performance with hyper-personalization at scale using Xandr Invest

“Xandr’s technology gives us both full control of our media buying and transparency across the campaign lifecycle – driving more profit out of every dollar spent on digital advertising.”

**Matthew Herman, Wayfair, Associate Director, Marketing Platforms**



Wayfair Inc. is an e-commerce company that sells furniture, home furnishings and décor. The Wayfair family of brands offers a variety of styles and price points to help people find the perfect product. The portfolio of brands includes Wayfair.com, Joss & Main, AllModern, DwellStudio and Birch Lane. For more information, follow the company at @wayfair Or visit [www.wayfair.com](http://www.wayfair.com)

### The Challenge

Wayfair, a leading online destination for furniture, home furnishings, décor, and goods, sought to turbo-charge the performance of its digital marketing campaigns.

With an emphasis on continually optimizing its supply chains, Wayfair is laser focused on developing and deploying proprietary algorithms and data science-driven models across its business, from digital advertising to order fulfillment and delivery. For its digital advertising program, Wayfair required a sophisticated technology partner that enabled it to meet the following objectives:

- Leverage its proprietary data more effectively to deliver the right message to the right user at the right time, and extend the personalized shopping experience to Wayfair’s digital advertising strategy.
- Maximize marketing investment with a focus on driving incremental revenue, acquiring new customers, and increasing repeat purchases from existing customers.
- Increase efficiency by intelligently valuing each impression and continually improving customer acquisition economics.

## The Solution

To meet its sophisticated digital advertising objectives, Wayfair chose Xandr.

Using Xandr Invest for programmatic bidding, Wayfair built brand-customized buying algorithms that drive increased advertising effectiveness and return on ad spend.

Wayfair's buying models leveraged the breadth of its proprietary data assets including an array of on-site behavioral data points and other signals unique to Wayfair's business.

Learning over time, Wayfair developed precise audience response rate predictions on sites across the internet – powering hyper targeted optimization and accurate ROI forecasting.

Wayfair also tapped log-level data – ingesting over 100 parameters of every transacted digital media impression-to determine optimal frequency caps and iterate its optimization strategies in near real time. Finally, Wayfair paired its powerful user-level targeting and optimization with customized dynamic creatives for every customer – powering a seamless and unified visual experience for customers across all digital touchpoints – site, email and display advertising.

## The Results

Working with Xandr, Wayfair met its three objectives and realized the following key benefits:

### **Unified marketing:**

Xandr enabled Wayfair to seamlessly coordinate marketing efforts across display and other channels. Additionally, Wayfair achieved full transparency and control over its campaigns by activating a comprehensive feedback loop, which drove continued success of its digital advertising.

### **Streamlined workflow:**

Xandr Invest offered Wayfair unparalleled control over campaign execution, which resulted in better optimization. Using this strategic buying platform, Wayfair also automated campaign setup, leading to decreased operational overhead.

### **More profit out of every dollar spent:**

Because of Xandr Invest's superior targeting capabilities and operational power, Wayfair was able to maximize the impact of its marketing investment. Working with Xandr, Wayfair successfully reduced costs without sacrificing revenue, and reinvested savings in underserved functions across its marketing organization.