

CASE STUDY

Shoe-D-Vision + Xaxis Denmark

Xaxis Grows ROI 37% for Shoe-D-Vision With Custom Algorithms from Xandr Invest

“While Shoe-d-vision’s competitors may have had larger marketing budgets than we did we knew we could be effective so long as we could leverage data science to spend our budget wisely”

Anders Overvad Vinderslev, Shoe-d-vision,
Hands-on trader

“We have redesigned our strategy by going digital first and most – and optimized our efforts based on target audience insights combined with central business intelligence. This has resulted in more customers in our stores, increased revenue and greater market share”

Claus Thrane, Shoe-d-vision, CEO

The Challenge

Deliver an efficient, digital-first marketing strategy to help Shoe-d-vision remain competitive against large global entrants

Xaxis is a global media company that uses its expertise, data, algorithms, technology and media investments to drive measurable outcomes for advertisers. One of those clients is Shoe-d-vision, a Nordic shoe retailer that operates an online shop and more than 200 physical stores across Denmark and Norway.

Shoe-d-vision has historically relied on traditional mass media channels like print and television to drive consumers toward in-person sales. However, over the past few years they have seen their market share eroded by digital-first, global players entering the market with large marketing budgets. Without the budget to match these players dollar-for-dollar, Shoe-d-vision and Xaxis knew that they needed to be strategic in focusing digital spend on the in-market shoe shoppers who were most likely to respond to their messaging. Xaxis needed to deliver a highly targeted digital marketing plan that would allow it to execute this strategy in the most cost-efficient manner possible.

The Solution

Use Xandr Invest to design a highly customized programmatic buying strategy

Xaxis selected Xandr’s strategic buying platform, powered by machine learning, to run Shoe-d-vision’s programmatic campaign. One of the main reasons was the opportunity to build a custom bidding algorithm that values impressions dynamically by supplementing the platform’s standard optimization tools with first-party data and insights. (continued on next page)

Using insights from multiple first- and third-party data sources, Xaxis, in partnership with Xandr, built a programmatic setup that optimized bid strategies and creative content for every impression. For starters, they began by examining audience behavioral data to identify which consumers were searching for a new pair of shoes. Then, they further whittled down the audience by investigating CRM data to determine which geographic locations were most valuable to Shoe-d-vision's business.

With this information in hand, Xaxis used simple programming language to construct highly complex bidding logic that allowed them to build an algorithm capable of automatically adjusting its bid prices to accurately reflect the value of every person it targeted. All told, Xandr Invest's customizable algorithm empowered the firm to execute on more than 7 million unique bidding strategies, based on the real-time processing of more than 40 identity parameters for every impression.

The Results

Xaxis and Xandr increased Shoe-d-vision's ROI from 3.5% to 4.8% and reduced cost-per-order by 50%

Xaxis' new digital marketing strategy transformed Shoe-d-vision's business.

Between 2015 and 2017 programmatic buying became Shoe-d-vision's most effective marketing channel with ROI improving from 3.5% to 4.8%. The retailer was able to double online sales, reduce cost-per-order by 50% and make its entire marketing mix 55% more effective. In 2017, industry sales decreased by 2%, but Shoe-d-vision's sales increased by 6.2%. By purchasing premium, quality inventory on the AppNexus Marketplace, Shoe-d-vision was able to achieve these results – all while generating an average viewability of 75%.

Even better, Xaxis and Shoe-d-vision's superior performance continues to improve. Each week Xaxis uses advanced machine learning to modify bid prices in a way that more accurately reflects customer behavior. This process is 100% automated, repeatable and applicable across all markets and channels.

