

CASE STUDY

Light Reaction

How Xandr Invest Helped Light Reaction Achieve Better Results in Less Time

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Light Reaction Germany

The Challenge

Light Reaction Germany (LRG) is one of Europe’s biggest and most successful performance focused agencies. But while the team was achieving great results for the brands it works with, it was also facing two challenges that most traders are familiar with:

- Lagging CTRs at the beginning of campaigns
- Long setup times for traders

As a member of the Xaxis family, LRG knows the power of data. They knew they had all the information they needed to create effective, hyper-targeted solutions for their clients — they just needed a tool to harness that data more efficiently.

The Solution

That tool ended up being Xandr’s strategic buying platform, Xandr Invest. Xandr Invest solves these problems by making line item setup more intuitive for traders and by finding the optimal bidding strategy earlier in the line item’s lifespan.

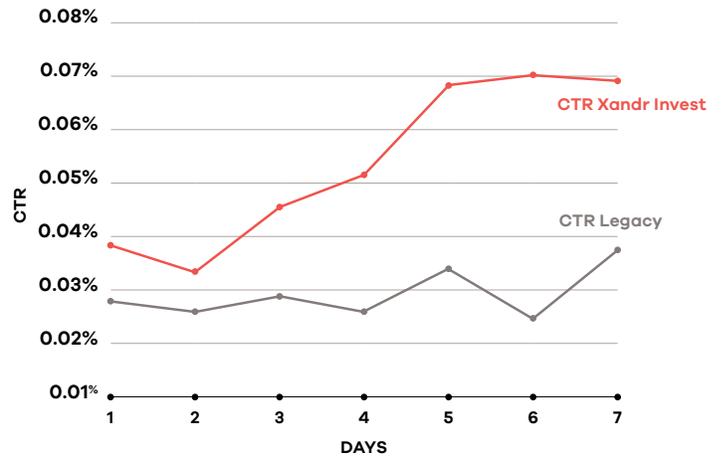
At Xandr, we think that optimization should “just work,” and no product embodies that more than Xandr Invest. Traders simply input their desired KPI – CTR, CPC, CPA, etc. — and Xandr uses machine learning to continuously evaluate what inventory to bid on and how much money to bid, based on numerous factors including the line item’s delivery, KPI performance, targeting and more.

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The Results

Xandr Invest had an immediate impact on LRG’s ability to achieve results, which was much faster than their legacy solution. This graph below compares the average CTR over the first week of campaigns for LRG’s previous approach versus the new one.

As you can see, with the legacy solution, CTRs hovered between 0.03% and 0.04% during the first week. Xandr Invest on the other hand was able to drive CTRs of up to 0.07% during this initial phase, an improvement of roughly 75%. Xandr helped LRG achieve these results for their clients by quickly discovering users with a higher probability to click and ultimately convert after visiting the client’s landing page. This led to higher overall CTRs and cut down the amount of budget previously spent trying out different strategies.



There was an immediate impact on productivity thanks to a drastic reduction in the amount of time traders had to spend setting up line items. While this process had previously taken them an average of 30 minutes, Xandr Invest shortened setup time to 15 minutes, for a 50% reduction.

The Results

50%

reduction in traders time setting up line items (30 minutes to 15 minutes)

+75%

improvement in CTRs with Xandr Invest

