

Xaxis Denmark + Santander

Xaxis Denmark uses Cross Device on Xandr Invest, leveraging the Tapad Graph to deliver dramatic improvements for Santander loan submissions

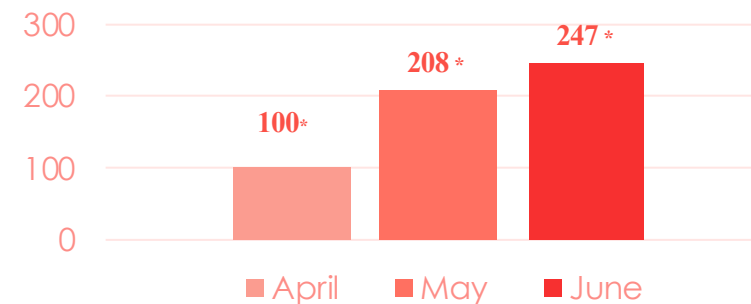
The Challenge

- For Santander: increase loan submissions through an ad campaign targeting a specific audience, most likely to convert upon seeing an ad.
- For Xaxis Denmark: maximize reach of this audience and gather insights into user pathways to increase conversions across screens.

The Solution

- Deliver a 3-month campaign using Xandr Invest's Cross Device with Tapad Graph.
- Visualize the incremental lift from cross device conversions to derive valuable user insights.

Xandr Invest drives increase in loan submissions for Santander



The Results

+67%

Conversion rate increase

34%

CPA decrease



Xaxis Denmark was able to reach more unique users since they could manage the number of exposures to their target audience across multiple devices.