

Xaxis Peru

Xaxis Peru Unlocks Major Performance Boost by Partnering with Xandr on Xandr Invest

The Challenge

Xaxis Peru wanted to use Xandr Invest's customization and optimization tools, but trader's were hesitant to make the leap.

The Solution

Xandr worked in partnership with Xaxis Peru to develop a training program to provide traders with the support they needed to quickly adapt to Xandr Invest.

- Xandr sent a team to Colombia to train in-house Xaxis traders and set up a test campaign.
- The Xandr Invest campaign optimized towards Xaxis' custom definition of viewability and saw positive results in both trader setup time, and campaign KPIs.

“Xandr was an absolute pleasure to work with, the customer support team really took their time to educate us, and it made the whole transition faster and easier. Any time we ran into trouble, we knew our partners at Xandr were a phone call or Slack message away.”

Javier Pizón
Xaxis Peru Trader



The Results

31%

Reduction in effective Cost-Per-Acquisition

74%

Viewability Increase

79%

Drop in viewable CPM