

CASE STUDY

MBuy

MBuy Drives Extraordinary Performance By Combining Xandr Invest's Built-In Optimization With A Custom Bidding Approach

“Xandr Invest has been a complete game changer. While we have always been familiar with the high level of flexibility that Xandr offers, we were able to take that to even greater levels using both the Xandr optimization algorithm and the platform’s custom models.”

Soubhan Seyedin

Product Lead at MBuy



The Challenge

Find a technology partner that could optimize performance for a pharmaceutical client while maximizing operational efficiency for the traders' team

MBuy is a media buying agency that helps advertisers reach their customers more effectively through innovative technology, insights and analytics capabilities.

When Xandr’s buying platform, Xandr Invest, was first released, the company was eager to run a test campaign to identify if it could deliver better results for one of its pharmaceutical clients, on a performance campaign.

More generally, MBuy was looking for a platform that could optimize to different types of outcomes, and offer enough flexibility to meet the needs of a very diverse client base. At the same time, while minimizing setup and manual optimization time for traders.

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The Solution

Use Xandr Invest's Optimization Coupled with MBuy's Data Science Expertise

MBuy used Xandr Invest's built-in optimization and custom algorithm features to radically improve its client's campaign performance.

Indeed, Xandr Invest delivered results almost immediately. Once MBuy determined its budget and KPIs, the platform's optimization algorithm — powered by machine learning — was able to identify the best inventory for the specific campaign goals and bid the appropriate price for every impression.

In addition to the performance benefits, the platform's streamlined, automated workflow made MBuy's traders more productive. Within three months, MBuy was running the majority of its display budgets through the platform, making the company one of Xandr Invest's earliest adopters and a valued Xandr client.

Following these strong initial results, MBuy decided to take it to the next level and teamed up with the machine learning company Scibids, to enhance the existing algorithm with an AI component. The advanced data science team at MBuy used its expertise and was able to drive even more return on ad spend for the client. The two companies used Xandr Invest's customization capabilities to build and execute a highly intelligent custom model, tailored to the unique needs of MBuy's pharmaceutical client.

"Xandr Invest has helped us in a lot of different directions," said Soubhan Seyedin, Product Lead at MBuy. "We were able to become more productive as a team, drive astonishing results for our clients and offer innovative solutions that put us ahead of our competitors in the industry."

The Results

14x More Conversions vs. Another DSP's Optimization

Xandr Invest empowered MBuy to dramatically improve results for the pharmaceutical brand, inspiring the agency to move more spend to the platform shortly after.

As compared to the pharmaceutical client's earlier performance with another DSP, this customized approach on Xandr's strategic buying platform, along with the AI component drove 1,428% more conversions during the test campaign, with a 90% decrease in cost-per-acquisition, a 95% drop in cost-per-click and a 97% reduction in CPM. In addition, the campaign generated greater reach with a 47% increase in spend.

MBuy soon became a Xandr Invest power-user. The platform's intuitive workflow and powerful out-of-the-box optimization have allowed MBuy to retain its productivity with a more streamlined trading team, even as it has taken on more advertisers. By working closely with Scibids and Xandr, MBuy gives each client the right mix of the platform's built-in optimization and custom models to constantly beat all historical performance records.

The Results

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