

CASE STUDY

Xaxis UK

Guaranteed Views on Xandr Invest Helps Xaxis UK Drive Performance for Auto Client

The Challenge

Achieve Both Viewability and CPC Performance for Automotive Brand Campaign

Xaxis UK’s leading auto client wanted high viewability rates for an upcoming campaign while also achieving a CPC goal. You can’t click on something you don’t see, so in theory, optimizing for viewability should go hand-in-hand with optimizing for clicks. Viewability optimization techniques, however, can often get in the way of primary KPIs and outcomes.

Currently, traders spend a lot of time and energy analyzing and optimizing to viewability rates at the expense of focusing on their clients’ true performance outcomes. For Xaxis UK, the status quo simply wasn’t good enough. Rather than tying up its team of 1,800 programmatic experts with viewability optimization, the agency sought a solution that would allow them to focus on driving return on investment for clients.

The Solution

Use Guaranteed Views on Xandr Invest to Buy Only Viewed Impressions and Optimize for Clicks

Xaxis UK decided to make viewability a default for the campaign, rather than a challenge. Utilizing Guaranteed Views on Xandr Invest, Xandr’s strategic buying platform, Xaxis UK paid only for ad impressions that measured as viewable. With the risk of paying for non-viewable impressions removed, Xaxis UK traders no longer had to spend time looking at viewability rate reports and instead were able to better monitor and customize optimization for the automaker’s true KPIs.

Guaranteed Views also automatically optimized bids across available inventory on the open internet, bidding more for placements with higher predicted viewability rates and less for lower predicted viewability rates.

“Guaranteed Views makes viewability table stakes. We are able to shift our attention to delivering incredible outcomes for our clients that differentiate ourselves in the market.”

Artur Semionov,
Senior Product Manager,
Xaxis UK



*The results of each campaign were compared using the automaker’s dual goals of high viewability and an efficient CPC. The conventional campaign was run on a traditional CPM basis, using viewability rate thresholds while optimizing for CPC. For the Guaranteed Views campaign, Xaxis UK instead used a Viewable CPM (vCPM), paying only for ads measured as viewable while optimizing for clicks.

The Results*

↓ 38%

decrease in cost-per-click

↑ 380%

higher CTR

↑ 50%

more viewable impressions