

CASE STUDY

Mediacom Singapore + Xaxis Singapore + Subway

Mediacom Singapore and Xaxis Singapore drive brand awareness for Subway with Guaranteed Completes feature on Xandr Invest's DSP.



The Challenge

Mediacom Singapore and Xaxis Singapore wanted to ensure that consumers actually saw Subway's video ads

Subway asked Mediacom Singapore, its agency, and its advanced programmatic arm, Xaxis Singapore, to drive brand awareness for its Homestyle BBQ Chicken sandwich in Singapore. Xaxis Singapore sought to maximize awareness by optimizing the campaign for cost per viewable completed view (vCPCV). The campaign would make completed views its central currency, rather than an add-on.

To succeed, Xaxis Singapore needed a technology partner capable of efficiently executing vCPCV trades. Without the right technology tools, its traders would waste time pulling daily reports and manually optimizing toward the inventory that was most likely to be viewed.

The Solution

Xaxis Singapore Implements Xandr Invest's Guaranteed Completes Feature

Xaxis Singapore ran Subway's campaign with Guaranteed Completes, a Xandr Invest DSP feature that allows advertisers to only pay for impressions that have been played through to 100% completion. Through predictive machine learning, Guaranteed Completes automatically optimizes bids based on the predicted completion rate of available inventory. Subway safely increased brand awareness, paying only for their guaranteed views and received additional value-add from partial completions at no cost.

Xandr's technology and the Xaxis Singapore programmatic video solution dramatically outperformed Subway's social video platform in a head-to-head vCPCV test, all while saving traders time to focus on other optimizations.

"This campaign is a great example of how to utilise Xandr Invest's DSP Guaranteed Completes feature, comparison testing methodology, and third-party verification. If we continue to focus on outcome-driven media that is meaningful to our clients, we can deliver on the promise of making advertising budgets genuinely accountable."

Josh Quek,
Managing Director at
Xaxis Singapore

The Results



93% lower vCPCV vs. Subway's social video platform



Subway paid only for video ads that played to 100% completion



Substantial reductions in set-up and trading time