

Xaxis + AppNexus Guaranteed Views

AppNexus Guaranteed Views Helps Xaxis Drive Performance for Auto Client

THE CHALLENGE

Achieve Both Viewability and CPC Performance for Automotive Brand Campaign

Xaxis' 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.

Media buyers today also often use viewability rates as a proxy for inventory quality. They restrict delivery to ad placements with the highest historical averages. However, this method ignores the large volume of viewable inventory with lower historical viewability rates, which see fewer bids and may be more competitively-priced. This represents an opportunity for campaigns with a primary or secondary CPC or CPA goal, where success is found in optimizing for cost-effective clicks or conversions.

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, 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 AppNexus Guaranteed Views to Buy Only Viewed Impressions and Optimize for Clicks









Xaxis decided to make viewability a default for the campaign, rather than a challenge. Utilizing AppNexus Guaranteed Views, Xaxis paid only for ad impressions that measured as viewable. With the risk of paying for non-viewable impressions removed, Xaxis' 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.

AppNexus 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. Because no inventory


38%
*decrease in
cost-per-click*

	Site 1	Site 2	Site 3
Pay-per-Impression Campaign			**
Measured viewable?			
Paid for?			

** Impressions not eligible due to average viewability rate threshold

	Site 1	Site 2	Site 3
AppNexus Guaranteed Views Campaign			
Measured viewable?			
Paid for?			



was excluded on the basis of its viewability rate, the campaign had greater reach as it was able to choose from a larger pool of impressions to more effectively optimize click performance.

“Viewability should be hygiene, not a KPI,” said Artur Semionov, at Xaxis. “AppNexus Guaranteed Views transitioned us from a risk-based CPM to a risk-free vCPM, which in turn allowed us to focus more on adding value to real business outcomes for our client.”

THE RESULT

AppNexus Guaranteed Views Helps Xaxis Reduce Cost per Click by 38%

To confirm its understanding of the AppNexus Guaranteed Views solution, Xaxis tested two campaigns: one run conventionally on the AppNexus platform and one run using AppNexus Guaranteed Views. 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 AppNexus Guaranteed Views campaign, Xaxis instead used a Viewable CPM (vCPM), paying only for ads measured as viewable while optimizing for clicks.

Ultimately, the AppNexus Guaranteed Views campaign had a 380% higher CTR. Better yet, **Xaxis was able to achieve a reduction in cost-per-click of 38%**. With the same budget, the AppNexus Guaranteed Views campaign delivered 50% more viewable impressions.

*“AppNexus 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 at Xaxis



X A X I S

About Xaxis

Xaxis is The Outcome Media Company. We combine unique brand-safe media access, unrivalled programmatic expertise, and 360-degree data with proprietary artificial intelligence to help global brands achieve the outcomes they value from their digital media investments. Xaxis offers managed programmatic services in 47 markets, including North America, Europe, Asia Pacific, Latin America, the Middle East, and Africa.

For more information, visit: www.xaxis.com



About AppNexus

AppNexus, a Xandr company, is a global internet technology company. We operate the world’s largest independent marketplace for digital advertising and powerful enterprise technology for buyers and sellers of digital ads. Our scaled, real-time decisioning platform enables publishers to maximize yield and marketers and agencies to harness data and machine learning to deliver intelligent and customized campaigns.

For more information, follow us at [@AppNexus](https://twitter.com/AppNexus) or visit us at appnexus.com.

