

# XAXIS DELIVERS QUALIFIED CREDIT CARD APPLICANTS

## THE CHALLENGE



**BBVA** enlisted Xaxis to run a digital campaign to drive leads for its new line of professional sports themed credit cards.

The Campaign's success was to be measured based on cost per application start and number of qualified leads.

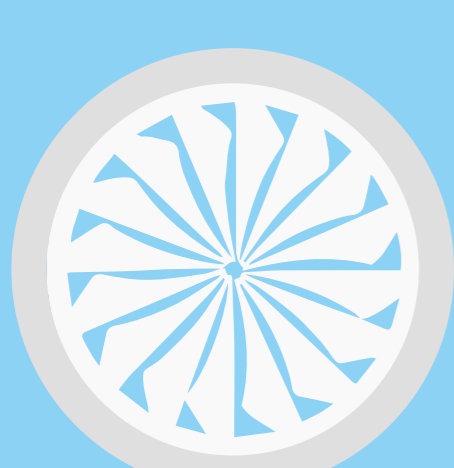


## THE STRATEGY



Xaxis created a programmatic audience buying strategy to deliver qualified applicants at an efficient cost per approved application.

### Turbine Audience Targeting



Xaxis used its proprietary data management platform, Turbine, to create custom lookalike models based on the client's site engagement data.



### Contextual Targeting:



The team targeted sites with professional sports content to reach audiences interested in sports-themed credit cards



## THE RESULTS

By analyzing BBVA's business objectives, Xaxis collaborated with the client to show that **the campaign performance should be measured based on cost per application completed and cost per approved application.**



Application Approval Rate by Partner

8.45%



Xaxis

0.52%

Publisher 1

0.12%

Publisher 2

2.00%

Publisher 3

Application Approval Rate=Approved Applications/Started Applications

Xaxis most effectively reached an audience of qualified leads, with an application

approval rate of **8.45%**

**4x** better than the next partner.

Analyzing true business objectives showed the client how the campaign media impacted their bottom line.