

XAXIS DRIVES MOBILE ENGAGEMENT

FOR CONSUMER ELECTRONICS BRAND

THE STRATEGY

Using **Xaxis Places**, the team leveraged geo-behavioral data to reach users on mobile devices when they were at major electronics events, including SXSW and other industry conferences.

- **Proximity Targeting:**

The team layered demo data and location-based targeting to reach users while at events, area hotels and nearby airports

- **Audience Location Retargeting:**

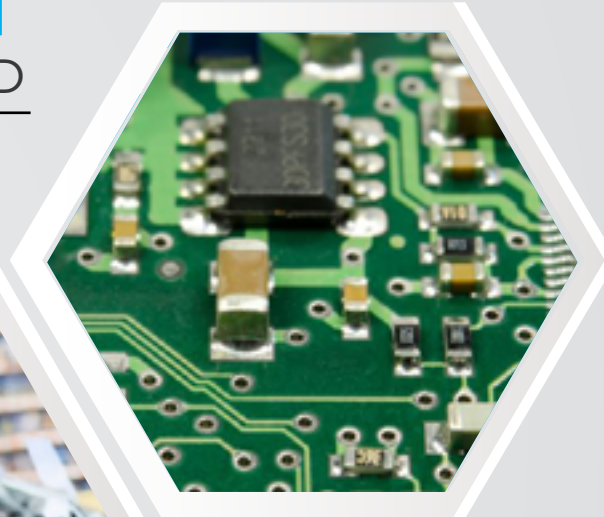
Xaxis retargeted conference attendees with brand messaging in the weeks following the events.

THE CHALLENGE

A major consumer electronics brand wanted to drive user engagement on mobile campaigns with unique and innovative tactics.

The client needed to engage its **hard-to-reach** audience of 25-44 year old tech enthusiasts across mobile devices.

Success would be measured based on CTR and engagement.



THE RESULTS

For both targeting tactics, engagement and CTR significantly exceeded industry benchmarks. The client has continued to run monthly campaigns using Xaxis Places, targeting conferences in order to reach new users.

- Proximity Targeting saw CTR 33% above benchmark
- Audience Location Retargeting drove CTR at 20% better than benchmarks

THE BOTTOM LINE

CTR 33%
ABOVE BENCHMARK

**PROXIMITY
TARGETING**

CTR 20%
ABOVE BENCHMARK

**AUDIENCE
RELOCATION
TARGETING**



XAXIS