

XAXIS DRIVES 27% LIFT FOR RETAIL CLIENT

THE STRATEGY

Xaxis worked with the client to develop a programmatic audience buying strategy to meet the campaign goals.

Xaxis tied cross-screen media exposure to in-store visits to measure the campaign's impact on real world actions.

Using an exposed/control methodology, Xaxis was able to measure the incremental lift in store visits that the campaign drove.

THE CHALLENGE

A leading retailer wanted to drive sales during the holiday shopping season, **both at its brick and mortar storefronts and via its e-commerce site.** The client aimed to reach 18-25 year olds (primarily women) across display and mobile.

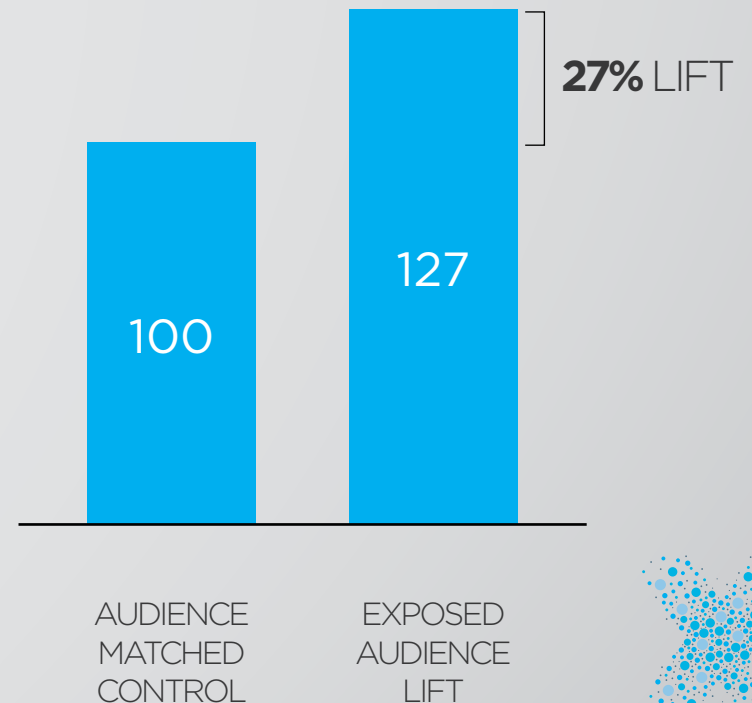


THE RESULTS

Xaxis analyzed 6.7M users exposed to the client's media and compared them with a control audience of unexposed users.

Exposed users saw a **27% lift in store visits.**

The female audience saw even better results – **a 32% lift in store visits.**



XAXIS