

XAXIS PROVES THE VALUE OF VIEWABILITY

THE STRATEGY

In order to test the impact that CPM placements and vCPM placements had on conversion rates, Xaxis created a custom integration within their Data Management Platform to tie together viewability data from the third-party verification partner and conversion data from the ad server. Xaxis ran a test to **determine whether vCPM impressions drive better campaign performance** than CPM impressions.

THE CHALLENGE

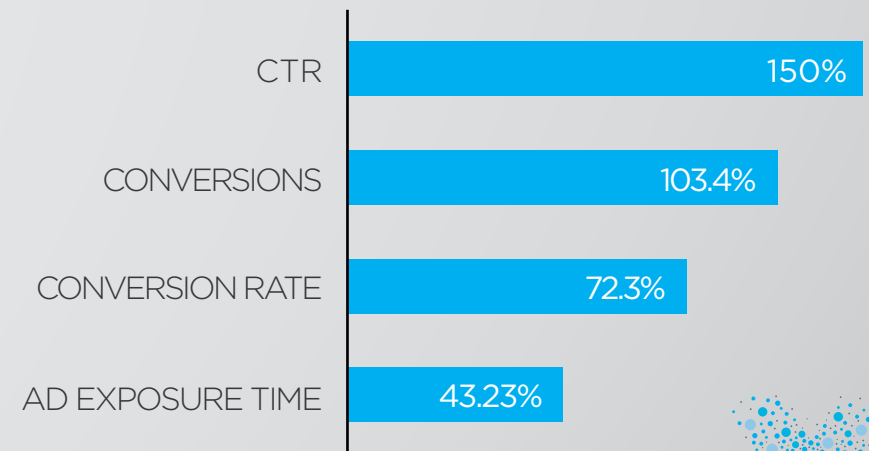
Historically, advertisers have faced challenges when running viewability campaigns because **conversions and viewability metrics are siloed in separate platforms**. There has been no system to track whether conversions result from viewable or non-viewable impressions. Conversion data resides in the ad server, while viewability data is stored in the third-party verification vendor's platform. Because the two systems do not share data with each other, Xaxis built a custom integrated solution to understand the impact of viewability on conversions.



THE RESULTS

The test results showed that **vCPM placements drove better campaign performance** than CPM placements across the following measurements: **longer ad time exposure, more conversions, higher conversion rate, higher CTR, and lower CPA.**

VIEWABILITY PERFORMANCE LIFT



XAXIS