Software Leader Taps DataXu To Reach More Profitable Customers For 4X Better Return On Ad Spend

Overview
A leading software company wanted to test a theory. Could a promotion highlighting its flagship product also boost sales across its entire line of products? In other words, could its lesser-known software programs ride the coattails of its blockbuster? To succeed, the campaign would need to target customers most likely to upsell to a specific dollar value. The company’s agency, Goodby, Silverstein, and Partners, challenged DataXu to develop an approach that identified, reached and converted these more profitable leads.

Objective
Leverage a cost-effective online display advertising to discover, reach, and convert more and higher-value customers to drive sales across the company’s product offerings, and prove that optimizing for sales value or revenue is possible.

Approach
First-ever campaign to be optimized for sales order value and revenue based on the company’s sales data. In order to reach the highest value audience, the media plan targeting tactics included:

1. Run of Network display inventory
2. Real-time programmatic buying
3. Online sales data passed back through DataXu platform, in real-time
4. Multiple creatives reaching across the company’s product line
5. DataXu Value-Based Optimization

Results
DataXu’s Value-Based Optimization approach produced a 60% increase in online sales with a 36% reduction in media costs, and a 4x increased return on ad spend. This was achieved by:

- **Leveraging online sales data** to drive real-time decisioning to optimize the digital campaign based on sales and revenue goals
- **Automatically reallocating budget** towards converting customers likely to buy more or higher priced products for overall higher shopping cart values, and reduce budget on those likely to buy or spend less
- **Observing high variability in performance** across creative, consumer demographics, day-part, consumer psychographic segments, and geography
- **Discovering** new consumers interested in not just engaging with the campaign, but also buying more and higher value products. DataXu’s Value-Based Optimization is the first to automatically find consumers likely to spend a target dollar amount and optimize digital campaigns to find similar consumers in real time.