

# Case study: electronics

## Epson WorkForce Pro printer awareness increases 71%

### Challenge

Epson set out to use digital video to boost awareness of the WorkForce Pro printer, over the course of its peak selling season, which runs from mid-fall to late-winter. To be successful, the brand needed to engage a highly-targeted audience, including both professional and consumer segments. Goals of the campaign included:

- Achieve a substantial lift in awareness across a set of defined audience segments
- Sustain heightened awareness over the course of the selling season

### The dataxu solution

Epson used dataxu's TouchPoint™ demand-side platform to run a five-month long video campaign. Awareness was measured throughout using a test and control survey methodology.

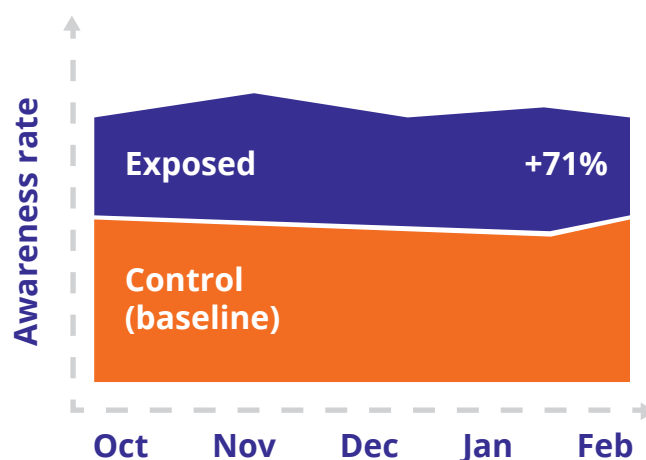
The campaign used a variety of targeting strategies as well as first and third-party data:

- Behavioral targeting
- B2B segments
- Demographic targeting
- Audience discovery
- dataxu Super Retargeting™

### Results

The video campaign delivered and sustained a 71% lift in awareness amongst Epson's high-value customer segments vs. the unexposed panel.

Epson achieved success in both key objectives, helping to make the most of the brand's peak selling season.



### About dataxu

dataxu® helps marketing professionals use data to improve their advertising. Our software empowers you to connect with real people across all channels, including TV, capturing consumers' attention when and where it matters most. With 14 offices around the world, we're here to help power your business forward. Discover what you + our software can do at [www.dataxu.com](http://www.dataxu.com).

[dataxu.com](http://dataxu.com)

281 Summer Street, 4<sup>th</sup> Floor, Boston, MA 02210

1.857.244.6200 | @dataxu

Boston • New York • Chicago • San Francisco • LA • Berlin • Cologne • London • Madrid • Milan • Paris • Singapore • Sydney • Bengaluru

EPSON® | dataxu®