

Case study

metapeople reduced client's cost per outcome by 16%

metapeople

Introduction

For more than 18 years, with over 170 employees in Germany, Austria and the Netherlands and 30+ locations worldwide, metapeople has offered customized solutions to national and international online marketing projects in the affiliate, display media, SEA, SEO, Social Media, and Data & Analytics space.

Challenge

metapeople's client, a leading e-commerce retailer in Germany, wanted to target prospects and existing clients to increase orders, while also reducing the cost-per-order. The client also wanted to answer two key questions:

1. On what day and time does the creative perform best?
2. How does the creative perform in different regions?

The solution

- dataxu's industry-leading technology and experienced German Solutions team made the campaign a success over several months.
- dataxu's technology helped metapeople achieve a cost-per order (CPO) that was 16% less than the client's desired maximum CPO.
- New customers increased by 26%.
- dataxu's sophisticated marketing analytics platform, ClearSight™, revealed deep insights related to multiple campaign variables. metapeople was able to report back on what creative performed best in what region, at what time, and in what format.
 - The 468 x 60 creative in the Nielsen regions, option 3a and 3b, demonstrated the strongest performance.
 - High performance among 25-34 year-olds.
 - Best results in the Southeast of France during weekend evening hours.

"We have relied on dataxu's technology and services for many years to achieve positive results for our clients. This leading retailer campaign, executed through dataxu's TouchPoint™ platform, exceeded the client's expectations!"

- Stefan Doll, Head of Media, metapeople

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.

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