



CHALLENGE

Agencies can face many challenges trying to develop programmatic multi-phased solutions for demanding clients. Ready access to premium supply is hard to come by, and finding the desired audiences on top of that requires a lot of legwork.

C1X was engaged to work with a leading U.S. Agency to make use of its fast, private marketplace setup and deep data to execute a hybrid programmatic program. The program's objective was to drive Android Loyalists to purchase the latest smartphone model from the manufacturer's landing page.

OUR SOLUTION

Using premium inventory already in supply, C1X created a private marketplace without the time and effort of establishing and sharing deal-IDs. This helped the agency quickly assess the right fit in terms of source, price, and audience to get the campaign up and running as the holiday shopping season began.

With that, a healthy conversion funnel was established based on identifying and driving quality "ready-to-buy" prospects from premium electronic and technology based websites and then retargeting them in open exchanges.

Both known and new audiences were retargeted utilizing the following behavioral/intent criteria:

- InMarket Smartphone Owner
- AT&T and Sprint Customers

RESULTS

Utilizing both PMP and RTB programmatic tactics, the campaign served over 17 million impressions to nearly 2 million unique users during the 2 week campaign flight, including Black Friday, Cyber Monday, Christmas, and New Year's shopping peaks.

C1X achieved the expected sales goals and identified over 2 million unique users, converting or likely to convert audience categories for targeting in future campaigns.

ABOUT C1X

C1X is an independent technology leader offering a data-driven programmatic advertising platform for premium publishers and brands. C1X's Audience Data Platform empowers publishers to efficiently sell premium inventory to online media buyers and brands seeking transparent access to verified premium sites and audiences.