

XAXIS DRIVES ONLINE ROI WITH PROGRAMMATIC CREATIVE STRATEGY


FOR FAST CASUAL RESTAURANT

CHALLENGE

- **Goal** | A leading, US-based fast casual restaurant chain enlisted Xaxis to drive online food orders with a programmatic display campaign. The client's digital team wanted to integrate robust creative testing while maintaining the brand's historical Cost Per Order (CPO) of \$3.00.
- **KPIs** | Performance would be measured based on CPO and return on investment.
- **Target Audiences** | The client needed to reach three core audience groups, all of which value healthy food options:
 - **Busy Professionals** with limited time for lunch
 - **Working Parents** that need easy, fast dinner options for their families
 - **Millennials** who are mobile-oriented and want convenient food access

AUDIENCE STRATEGY

- The cross-disciplinary Xaxis team built a holistic plan to engage the brand's audience and drive online orders. Xaxis used a mix of data sources to engage audiences throughout the customer journey.
- **CRM Look-alike Models** | used the client's CRM data to build custom models based on high value purchasers and high frequency purchasers
- **[m]insights Behavioral Audiences** | targeted custom audiences of Working Parents, Professionals, and Millennials
- **[m]insights Look-alike Models** | built custom models based on users who had previously purchased, visited the homepage, or browsed the menu
- **[m]insights Incremental Audiences** | the Xaxis analytics team indexed the client's online purchasers against online behaviors, real world purchases, and more. These insights were used to expand targeting beyond the initial three audiences
- **Mobile Geo Behavioral** | used mobile location data to target users who had previously visited the restaurants and competitor locations
- **Retargeting** | retargeted users who had previously placed orders online and who had browsed the restaurant's menu pages

A close-up photograph of a bowl of soup, likely a Thai Tom Kha Gai, garnished with sliced tomatoes and fresh cilantro. The bowl is white with a blue rim. In the background, there are other bowls of food and fresh ingredients like garlic and tomatoes on a wooden surface.

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CREATIVE STRATEGY

- By leveraging programmatic creative, Xaxis was able to serve personalized messaging to each of the client's audience segments, using various data inputs to inform creative decisioning.
- 300 total creatives were generated for the campaign, powered by the data inputs factored into the decisioning tree.
- The Xaxis team set up creative image testing directly with client's in-house branding team to learn what their audiences responded most positively to, and to alter creative messaging based on learnings.

BIDDING STRATEGY

- The Xaxis Trading team performed manual optimizations in addition to layering on Copilot, Xaxis' proprietary AI optimization technology, to align the campaign bidding strategy with the restaurant's business goals.
- **Copilot's Segment Recency Strategy** was used to minimize CPO. The algorithm analyzed historical user data, and dynamically adjusted bids to be more aggressive for users who had entered the retargeting pool in the past day. This allowed the team to allocate retargeting spend with maximum efficiency.
- **The Copilot Predictor Strategy** was tested on the audience targeted campaigns. Copilot used machine learning to predict the probability of clicks, allowing the team to simultaneously improve viewability and optimize towards CPC. As a result, more users visited the landing page and were added to the retargeting pool.
- **Copilot Custom Bonsai Trees** powered the dynamic creative decisioning on audience targeted placements, further automating this complex setup.
- **Daypart and Day of Week** targeting were optimized to closely mirror the nature of the restaurant's business. Delivery was highest during mid-week business hours, and slowed down on weekends when order volume was lower. Daypart targeting on the weekends was adjusted to only serve during peak lunch hours.

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RESULTS

- **Return on Investment** | The campaign delivered a **7.30X overall return on investment**. ROI increased progressively each quarter.
- **Cost Per Order** | Xaxis consistently exceeded the client's overall Cost Per Order goal of \$3.00, and significantly improved Site Retargeting CPO quarter over quarter with the compounding effects of platform consolidation, Copilot optimization implementation, and creative customization. The Retargeting CPO decreased each quarter, ending with a Q4 CPO of \$0.39.

ROI AND CPO BY QUARTER

