

# Copilot Boosts Performance

## Objective

To drive quality traffic for a tourism site and complete desired actions

**Campaign duration:** 1.5 months

**KPI:** Conversions (CPA)

## Strategy

Xaxis utilized different Copilot capabilities on both the Prospecting and Retargeting strategies in order to fully maximise the impact of machine learning capabilities.



### PROSPECTING

**Automated algorithm:** Fully machine-generated model that updates every six hours and taps into all 146 available features to find the best combination and respective weight of each parameter relative to performance

**Targeted algorithm:** Targeting specific features that have historically led to good performance, and designing the corresponding logic



### RETARGETING

**Segment recency algorithm:** Analyses historical user data to determine clusters of time intervals based on the level of interaction with the site and conversion probability, and estimate the value of each interval with respect to the CPA goal. We built an algorithm with 10 cookie age clusters and unique evaluations.

## COPILOT

Xaxis has built an in-house proprietary optimization technology, that we call Copilot, that allows us to create customized algorithms based on clients' campaign needs.

Instead of solely using targeting options available in DSPs, we are able to enhance campaign performance by using all the data points available from each impression to create bespoke algorithms for a client based on features such as cookie age, ad size, device, and more.

# Results

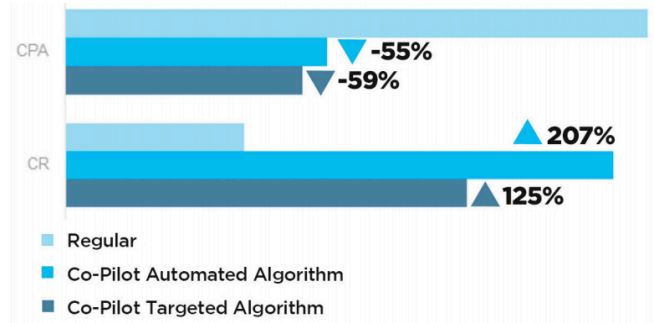
The campaigns powered by Copilot algorithmic intelligence **performed better** than those that were purely utilizing the default DSP algorithm.

## LOWERED CPA

**>50%** **Prospecting:**  
Copilot achieved a CPA that is over **50% lower** than the regular strategy.

**45%** **Retargeting:**  
Copilot CPA was **45% lower** than that of the regular strategy.

## PROSPECTING



## INCREASED CONVERSION RATE

**>100%** **Prospecting:**  
Copilot achieved a conversion rate that was more than 100% better than that of the regular strategy.

**294%** **Retargeting:**  
Copilot achieved a conversion rate of 294% greater than the regular retargeting strategy.

## RETARGETING

