XAXIS

"Beyond the numbers — which exceeded expectations — Taboola worked very closely with the Xaxis sales and technical teams, which made it possible to have this success story. Consulting on creatives and optimization forms was key to success. We are confident that we will continue to have cases like these in Chile, and in the rest of the countries in Latin America."
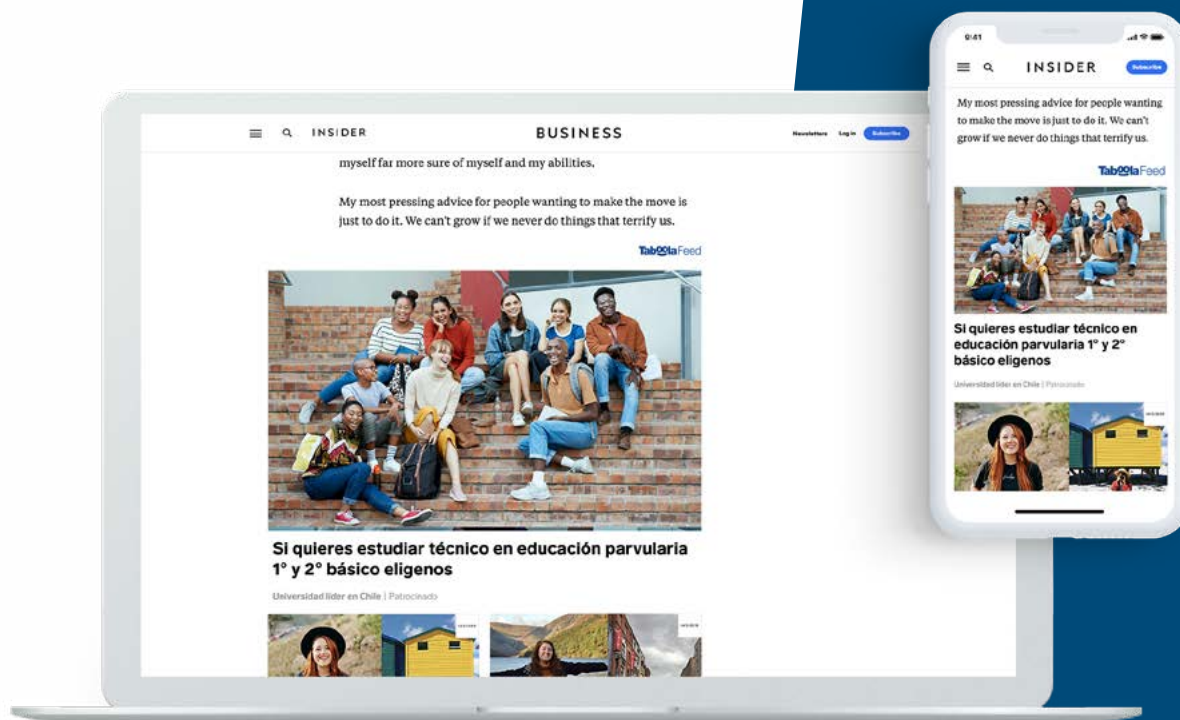
- **Javiera Betancourt**, *Regional Product Development Director for LATAM, Xaxis*

AGENCY

Xaxis Sees Taboola as an Ally for Leading Educational Brand, Increasing Conversions by 77%

71,943
Lifetime Number of Conversions

27%
Decrease in Cost-Per-Click (CPC)

Taboola CaseStudy

COMPANY

Xaxis is one of the world's largest audience buying companies in the world. It is responsible for managing and administering the programmatic campaigns of GroupM clients.

CHALLENGE

Achieve better results in terms of performance metrics, and increase site traffic, sessions, unique users and university enrollment for a well-known University in Chile.

SOLUTION

Use **Taboola** sponsored content campaigns to reach audiences on premium publisher sites across the open web. **Xaxis** also used **Taboola** Trends to build compelling creative headlines and engage new users.

RESULTS

With **Taboola, Xaxis** has achieved a **77% in conversions** for its main client in the education vertical.

Taboola Products Support **Stoppa Pressarna** in Seasonal Revenue Changes and Reader Engagement

TaboolaCaseStudy

Introduction

Xaxis is one of the world's largest audience buying companies, through its platform, Xaxis gives its clients the possibility of reaching global audiences.

Xaxis is a results-focused company, combining innovative AI technology, advanced omnichannel solutions, data-driven creativity, and global programmatic expertise. Xaxis is part of GroupM and WPP.

TaboolaCaseStudy

Xaxis increases conversions and decreases in CPC (for the second year in a row) with Taboola

To promote its services, a well-known university in Chile needed to attract the attention of consumers to its website in order to generate conversions. With a unique strategy powered by data from the **Taboola** Pixel and **Taboola**'s automated bidding too, SmartBid, **Xaxis** launched a sponsored content campaign with **Taboola** in order to attract more traffic to the site, generate sessions, unique users and university enrollment.

Xaxis chose to work with **Taboola** for their competitive CPC costs and ability to optimize by CPC.

Working with **Taboola**, **Xaxis** was able to **increase conversions for its client by 77%.**

In order to achieve these goals, **Xaxis** used **Taboola**'s retargeting features to fund new audiences at scale, and reach those audiences in the consideration stage. **Taboola** helped create assets that explained why choosing this University was the best option for students. Retargeting technology lets you re-engage with people who've already interacted with you, using creativity that reflects their previous interaction.

Thanks to Teamwork From Taboola and Xaxis, Efficient Results Have Been Guaranteed to Clients

Taboola is now an integral part of **Xaxis**'s media mix.

Xaxis has found **Taboola** to be an efficient platform to drive traffic to their client's website, which has allowed **Xaxis** to establish a strong relationship with their client. **Xaxis** looks forward to continuing their partnership with **Taboola**.