



AGENCY

Xaxis and Taboola join forces to achieve incredible results from a leading educational brand in Chile, increasing conversions by 77%



"Thanks to the amazing account management team at Taboola, we have been able to guarantee good results for our clients. The outreach and optimization capabilities of their platform have enabled us to achieve incredible results over the course of our partnership."

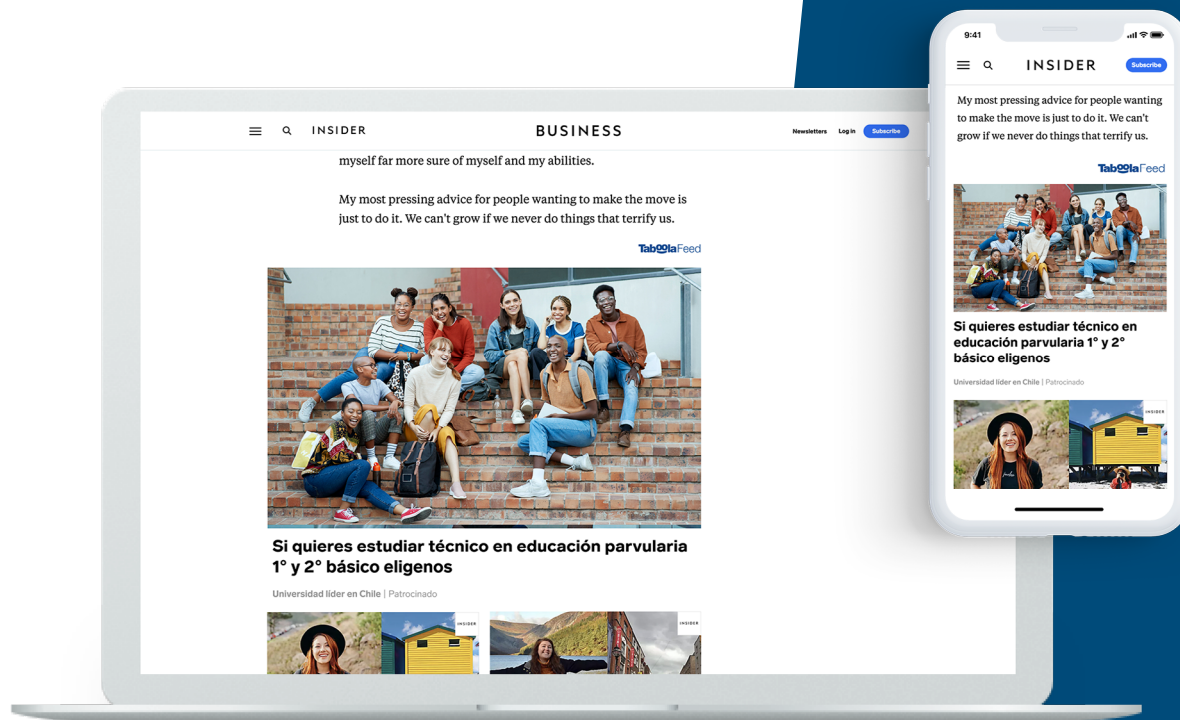
- **Javiera Betancourt**, Regional Product Development Director for LATAM, Xaxis

71,943

Lifetime Number of Conversions

27%

Decrease in Cost-Per-Click (CPC)



COMPANY

Xaxis is the outcome media specialist of GroupM, the world's largest media buyer. **Xaxis** combines innovative AI technology, advanced omnichannel solutions, data-driven creative, and worldwide programmatic expertise to transform digital media investments into real business outcomes.

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.

Xaxis Achieves Over 70,000+ Conversions for a Leading Chilean University with **Taboola**

Introduction

Xaxis transforms digital media into business outcomes. It maximizes the ROI of its clients' digital media investments by combining innovative AI technology, advanced cross-channel solutions, and dedicated programmatic expertise to develop and optimize to success metrics that connect directly to its clients' business goals. Founded in 2011, **Xaxis** is GroupM's outcome media specialist, serving more than 3,000 brands in 48 markets around the world.



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 tool, 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%.

To achieve these goals, **Xaxis** used **Taboola's** retargeting features to nurture new audiences at scale and reach those audiences at the consideration stage. Retargeting technology allows you to re-impact people who have already interacted with the brand, using the creativity that reflects their previous interaction. Supported by the **Taboola Trends** tool, which performs a weekly review of user behavior in the different publishers, it was understood which publications obtained the greatest audience interaction with the guideline and this information was used to improve the ads and have the combination of winning content between images and text, improving results for the advertiser.

With **Taboola Trends** you can find new content topics, trending keywords and phrases, top performing headlines to keep fresh communication ideas on trend.

The **Xaxis** team made data-driven decisions from the topic, keyword and headline tools in **Taboola Trends** to optimize campaigns in real time and better understand how consumers behave and deliver the most meaningful and up-to-date content to their audiences.

Together with Taboola's account management team, Xaxis delivered efficient results for this education sector client.

Taboola played a pivotal role in the performance of this campaign.

Xaxis found Taboola to be an efficient platform to drive traffic to their client's website, which aided Xaxis in establishing a strong relationship with their client. Xaxis looks forward to working with Taboola on future campaigns.