

A leading financial institution increases campaign efficiency with Wootag's interactive video solution

CASE STUDY

Client

Xaxis

Method

Interactive video integration with Wootag



SEARCHING FOR INNOVATIVE WAYS TO PROMOTE BRAND IMAGE

A regional leading financial institution with experience in data-driven advertising was looking for innovative solutions to deliver its brand messaging in Hong Kong. So it turned to its trading desk, Xaxis, to help build brand awareness and increase traffic to its website. Xaxis recommended a first-to-market campaign strategy that combined The Trade Desk's data capabilities and robust tech stack with innovative interactive video ads powered by Wootag, letting viewers engage with programmatic ads in ways they never could before.

DRIVING MEANINGFUL AND ACTIONABLE VIEWS

While traditional video creative is very effective at provoking audiences' emotions through immersive experiences, it's not inherently interactive. Wootag has revolutionized the way video creatives are delivered, with high-impact video and call-to-action buttons that better engage with audiences to drive meaningful and actionable views.

*Click is defined as the whole creative area that audiences can click on, which leads audiences to either landing page or the second page of the creative

**Market benchmark data from The Trade Desk platform in the past 6 months, specifically for the business category

RESULTS



61% ↑

video completion rate (VCR),
17% higher than the market benchmark



30% ↓

lower cost per completed
view (CPCV) than Xaxis' goal



79k

total clicks for a two-month period,
March and April*



\$0.977 ↓

cost per click (CPC), 60% lower
than the market average**



1.7% ↑

click-through rate (CTR),
6x higher than market average**

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Continued



LOWER CPC, HIGHER CTR

In less than two months, Xaxis helped the advertiser maintain a high 61% VCR throughout the campaign, outperforming the CPCV goal by 30%. With nearly 80,000 clicks, the campaign delivered a 1.7% CTR — 6x higher than the benchmark. Moreover, the CPC was driven down to USD \$ 0.98, exceeding the market benchmark by 60%.

The partnership between Wootag and The Trade Desk allowed Xaxis and its client to execute the innovative campaign more effectively and efficiently. The brand's satisfaction with the campaign results has secured Xaxis and The Trade Desk more always-on campaign opportunities with the brand following this successful campaign.

TESTIMONIAL

"The Trade Desk's open marketplace approach to partner with leading vendors fuels up our solutions and allows us to bring more creative ideas to clients. With their best-in-class service and integration with partners in the programmatic ecosystem, we are able to execute more innovative campaigns and achieve excellent results."



Lamy Lam

Client Development Manager

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