

Yellow Cab Pizza Co. expands its audience reach and grows conversions in the Philippines

CASE STUDY

Advertiser

Yellow Cab Pizza Co.

Client

Xaxis

Method

Cross-channel Advertising,
Programmatic Audio,
Koa Identity Alliance



INCREASING REACH WITH POWERFUL CROSS-CHANNEL CAMPAIGNS

Yellow Cab Pizza Co., a popular Philippine-based pizza chain, wanted to raise awareness of its new menu offerings to increase online orders and in-store visits. Its media agency, Xaxis, recommended a cross-channel approach: targeting new audiences, specifically music-streaming listeners on-the-go, by adding digital audio to the mix.

CAPTURING MORE CONVERSIONS WITH SPOTIFY AND KOA IDENTITY ALLIANCE

By activating private marketplace (PMP) deals with Spotify through The Trade Desk, Xaxis was able to use our full suite of precise targeting capabilities — audience (demographics, interest), geo, device, and more — to reach Yellow Cab's target audiences using Spotify's best-in-class audio inventory. They could even manage how often listeners heard or saw the ads, reducing wasted impressions and creating a more seamless and positive brand experience.

Finally, to reach even more people across devices, Yellow Cab and Xaxis leveraged on Koa Identity Alliance's capabilities. By using our multi-vendor cross-device graph, the campaign tracked incremental conversions from non-device ID environments (such as web), and attributed conversions more accurately.

THE RESULTS

95%

audio completion rate

10K+

online orders completed

221K+

footfalls

13%

footfalls driven by audio campaign

20%

increased reach with Identity Alliance

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Continued



MEASURING THE IMPACT: MORE ORDERS BOTH ONLINE AND OFFLINE

Yellow Cab is Xaxis's first client in the quick service restaurant category in the Philippines' consumer foodservice industry to take a cross-channel approach and measure offline visits driven by audio. Their innovative campaign strategy has proven successful with the significant campaign performance they achieved. In less than three months, the reports delivered 10K online orders completed and more than 221K footfalls, with the audio campaign driving 13% of the total footfalls to Yellow Cab's physical stores. Moreover, the audio campaign achieved an impressively high audio completion rate of 95%. Thanks to robust reporting from The Trade Desk, Yellow Cab and Xaxis gained granular insights that could guide and benefit future campaigns designs, such as which cities performed best in offline visits, and which day(s) of the week had more online orders.

TESTIMONIAL

"The Trade Desk made it easy for us to manage our cross-channel campaign on a single platform. Through its PMP deals with Spotify and Identity Alliance tools, we were able to reach more audiences and achieve high-performing results. It is truly a seamless, efficient, and effective tool for campaign management."

Charlene Sapina
Marketing Head
YELLOW CAB PIZZA CO.

"The Trade Desk has been a great partner in helping Xaxis drive meaningful outcomes for our clients. Thanks to The Trade Desk's advanced measurement solutions, we can go beyond traditional channels and metrics, and deliver innovative campaigns that bring true value to advertisers."

Mathieu Cuny
Managing Director
XAXIS PHILIPPINES