

Haix Optimizes TV Campaigns With InnovidXP To Increase eCommerce Visits

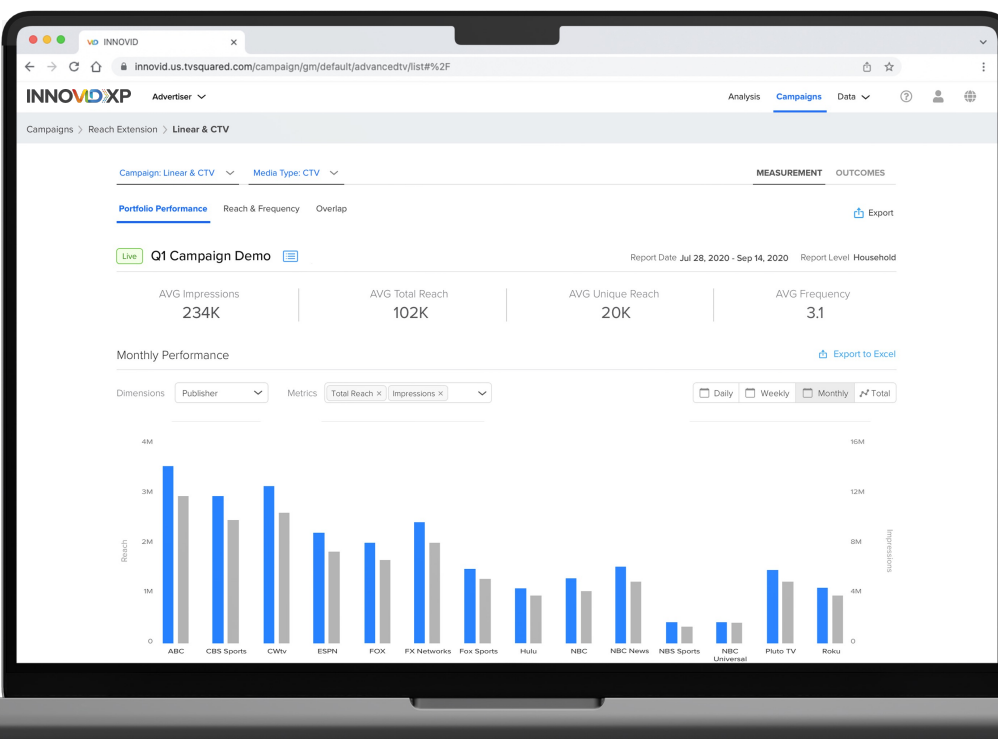
European retailer increased TV spot inventory by 78% year-over-year and improved their ROI by 55% through InnovidXP recommended campaign optimizations.

GOAL

For European Retailer, Haix, eCommerce is a strategic sales channel. As such, the primary goal of their TV campaigns is to drive responses and ultimately sales.

STRATEGY

Leveraging InnovidXP, Haix measured their TV campaigns' immediate and longer-term impact on website traffic in the German market. The always-on analytics provided Haix with the ability to leverage granular performance data for campaign insights, and as a result, Haix increased TV spot inventory by 78% year-over-year, and through campaign optimizations, improved their ROI by 55%.



RESULTS

55%

Improvement in ROI

+37%

Increase in Immediate Visits

+24%

Increase in Longer Term Visits

+78%

Increase in TV Spot Inventory