

## For AUDIENCEx, Sizmek's DSP is the ticket to 4X higher conversions and 93% lower costs

### GOAL

Reduce manual management while boosting overall performance

Headquartered in Culver City, CA, AUDIENCEx is an advertising technology and marketing company that provides strategic expertise in performance marketing channels and delivers end-to-end digital solutions for brands and agency partners.

The AUDIENCEx team worked with several traditional self-service DSPs to run campaigns, promising clients to evaluate new platforms that can add greater value. By adopting the Sizmek DSP, the AUDIENCEx team aimed to cut down on the time they spent manually managing campaigns while boosting overall performance.

Before accessing Sizmek's DSP, the AUDIENCEx team thoroughly evaluated each client and campaign before choosing a DSP that best suited their goals—a judgment usually based on their experience running other campaigns.

But the Sizmek DSP, which provides unrestricted optimization through artificial intelligence (AI), appealed to the team because it autonomously drives campaign performance, regardless of the type of client and campaign.

As the AUDIENCEx team began moving campaigns onto the Sizmek DSP, they observed improvements almost immediately.

One AUDIENCEx client, a medical research firm, sought to prospect and recruit for clinical trials among sufferers of a specific disease. The campaign had been running on a traditional DSP, operating on keyword targeting and other prescriptive tactics. But when the campaign was moved to Sizmek and set up with unconstrained AI optimization, the improvement was staggering.

### SOLUTION

Move its clients' campaigns to the Sizmek DSP

The team found that the Sizmek DSP led to a significant drop in costs, both in CPM levels and the amount of human attention required for each campaign. AUDIENCEEX was even able to pass these savings along to the client.

The move to the Sizmek DSP's full optimization also resulted in:

- 93% lower signup costs
- 4X the number of conversions in half the time

## RESULTS

Cost per signup  
dropped by 93%

"Our previous method had a CPA of \$2,600 for a signup; with Sizmek, that CPA went down to \$187. And the velocity was impressive, too. We saw conversions more than quadruple in half the time. Since then, we've been steadily migrating other accounts onto Sizmek."

**BEN TIERNAN,**  
EVP, MANAGED SERVICE, AUDIENCEEX

### About Sizmek

Sizmek is the largest independent buy-side advertising platform that creates impressions that inspire. In the digital world, creating impressions that inspire is vital to building meaningful, long-lasting relationships with your customers. Sizmek provides powerful, integrated solutions that enable data, creative, and media to work together for optimal campaign performance across the entire customer journey. Our AI-driven decisioning engine can identify robust insights within data across the five key dimensions of predictive marketing—campaigns, consumers, context, creative, and cost. We bring all the elements of our clients' media plans together in one place to gain better understanding for more meaningful relationships, make every moment of interaction matter, and drive more value across the entire plan. Sizmek operates its platform in more than 70 countries, with local offices in many countries providing award-winning service throughout the Americas, EMEA, and APAC, and connecting more than 20,000 advertisers and 3,600 agencies to audiences around the world.

To learn more about how Sizmek can help your business, contact your account representative or a Sizmek pro at [go.sizmek.com/contact](https://go.sizmek.com/contact).