

Cross Pixel uses keyword generated custom audiences to drive client campaign performance. Our clients benefit from our Server-to-Server integrations with major DSPs, which allow for performance optimization and audience updates in real-time.

QSR

2x ROI



Leading QSR chain wanted to drive delivery revenue during nationwide sporting event. Due to time-sensitivity our strategy was to utilize a 2-Hour Audience to reach relevant consumers in real-time. Conversions were increased and ROI exceeded goal.

Auto

0.31% Peak CTR



Leading auto manufacturer aimed to increase awareness of new model. The approach was to target branded, non-branded, and competitive audiences, each with tailored creative. Client utilized our optimizations and allocated budget towards highest performing audience.

Consumer Electronics

48% ↑ in ROAS



The campaign aimed to drive holiday sales by directing qualified customers to a seasonal discount offering on website. Client tasked our team to develop custom keyword lists built on intent & interest. The custom audiences directed qualified traffic to website, resulting in higher CTR than traditional segments.

Retail

45% ↓ CPA



Our Client looked to increase membership acquisition primarily from top competitors. Our team led with an audience designed around competitor-focused keywords. This decision produced a lift in membership and 28% of which was won from competitors.