

Xero

CASE STUDY



Campaign overview

Xero, a global leader in online accounting software, collaborated with NZME through media agency Noisy Beast to help launch its new brand platform, *Your Business Supercharged*, through a strategic digital campaign. The objective was to reach New Zealand's small business owners and sole traders, key audiences who rely on Xero's solutions for financial management. Given the increasingly competitive digital environment, a major objective was to leverage precise targeting and high-impact creativity to help launch the new brand.

Campaign & execution

The campaign was driven by two core elements: precise segment targeting through first-party data and compelling creative execution.

Using NZME's first-party data, the campaign effectively segmented and reached relevant audiences. Real-time performance tracking allowed for flexible optimisation, ensuring the focus was on the most engaged segments. To maximise impact, the campaign featured high-impact animated placements designed to capture attention and drive action. Each creative utilised a strong call-to-action designed to drive engagement and guide users to conversion.



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Results

The campaign exceeded industry benchmarks, highlighting the effectiveness of NZME's data-driven approach. Three of the eight targeted NZME first-party data segments delivered the strongest results, achieving a more than double CTR than that of broad run-of-site audiences. This represented a 138.89% uplift, demonstrating the strong performance of NZME's data-driven audience targeting in driving digital engagement.

In addition, over the two-day live period, the Mass Reaching Dynamic Mobile Showcase drove more than 40,000 visits to Xero's website, accounting for 38% of the brand's total site traffic. The Showcase click-through rate reached an impressive 5.05%, more than double the industry standard of 2.5%.

Key takeaways

The successful launch of *Your Business Supercharged* highlights the effectiveness of data-driven targeting and premium creative execution in driving digital success. By leveraging first-party data to reach high-intent segments. By pairing it with compelling creative featuring dynamic animation, strategic placements, and strong CTAs, the campaign maximised engagement and conversions.



40,000

website visit, 38% of Xero's total site traffic



5.05% CTR

twice the industry standard



138.89%

uplift in CTR for top NZME data segments

