

## Case Study: district m

Growing digital advertising company improves online conversions with CaféX Live Assist™ for Microsoft Dynamics 365



### Challenges:

- › Improve response time to high volume of questions.
- › Too many tools increased response time to customer.
- › Needed an omnichannel solution integrated with their CRM.

### Solution:



**Live Assist**

for Microsoft Dynamics 365

Powered by CaféX

### Impact:

- › Improved response time to customer questions.
- › Increased the duration of time users spend browsing mypixel website.
- › Increased user engagement on important landing pages.
- › Less applications to use made employees happier.

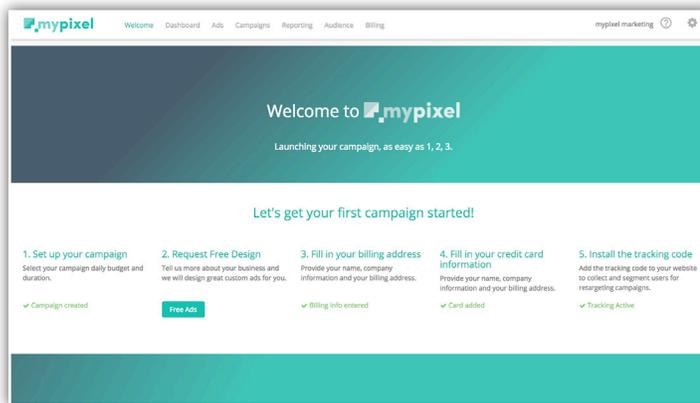
### About district m:

district m understands the power of technology and innovation. It was founded in 2013 to provide a digital platform that automates buying and selling of advertising inventories across mobile, desktop, search, display and video allowing the advertisers and the publishers to transact in real-time.

Within five years, the company has grown to work with 2,500 publishers, 7,500 websites and 43,000 advertisers, as well as having over 200 brand partnerships. district m is consistently ranked as a Pivalate Global Seller Trust Index leader. Accolades include Deloitte's Technology Fast 50 2015, Jury's Favourite award and Deloitte's Technology Fast 50 2016 Company-to-watch award.

district m recognized that retailers needed a serious level of experience and money to successfully execute online advertising campaigns. Small businesses didn't stand a chance against the big companies when it came to large advertising opportunities. So, what did they do? They levelled the playing field for the Mom and Pop shops and launched the mypixel product. It's a powerful retargeting platform that allows advertisers and agencies to build creatives, launch campaigns and manage them, all in one quick-to-execute platform for as little as \$3 per day.

## Challenges: Improve response time and increase lead qualification rate



**“Our mandate is to acquire new leads for mypixel through digital marketing efforts and to execute on our marketing campaigns. We have a full marketing team that works together to generate new leads, from content and PR to design. Since mypixel is fairly new, the goal is to generate inbound leads and market the product from the ground up.”** claimed Lourie Contaoe, User Acquisition Manager.

The mypixel platform was a hit from the beginning which meant a high volume of questions coming in via email - either requests for more information or about how to use the platform. Typical mypixel customers are

small businesses that don't necessarily have sophisticated technology skills.

The email channel wasn't efficient so they tried out a chat solution. It turned out to be another tool for their agents to learn and use with multiple sign-on without integration to existing systems.

district m wanted a solution that was integrated into their Microsoft Dynamics 365 and provide not only the live chat function but the full set of omnichannel capabilities such as co-browsing, voice/video, and bot integration for quick lead qualification.

## Solution: Add omnichannel capabilities to their CRM

After trialing the CaféX Live Assist™ for Microsoft Dynamics 365, Lourie's team along with the Operations and Architect primes decided to purchase licenses for their Sales, Marketing and Support teams.

**“Our goal is to ultimately get our online users to register on mypixel platform and to assist with any questions they may have regarding the product. CaféX Live Assist for Dynamics 365 helps us respond to users quickly and reduce wait time. Our agents are able to transfer chat conversations to one another depending on their level of expertise in Marketing, Sales or Support.”** stated Luc Marsolais, Senior Vice President of Operations.

district m also takes full advantage of the co-browse function to resolve issues faster. Co-browsing along with chat, voice/video escalation and bot integration embedded in Dynamics 365 CRM across mobile and desktop helps tech-savvy, and fast-growing companies such as district m deliver consistent customer experience and accelerates sales.

“If a user signs up and starts using the mypixel platform, it's easier for us to explain where they should click using the co-browsing feature. Sometimes users need to add a specific tracking code to their website, and the co-browsing lets us easily show them where to go.” explained Contaoe.

***“Our goal is to ultimately get our online users to register on mypixel platform and to assist with any questions they may have regarding the product. CaféX Live Assist for Dynamics 365 helps us respond to users quickly and reduce wait time. Our agents are able to transfer chat conversations to one another depending on their level of expertise in Marketing, Sales or Support.”***

*Luc Marsolais, Senior Vice President, Operations, district m*

## Results: Improved response time and employee efficiency

The Operations, Marketing, and Sales teams are very happy with the product up to now. After a training session, they were able to quickly use the solution on the mypixel platform with immediate impact. **“CaféX has not only helped us increase the time a user spends on our website and the engagement it generates, but it has also helped us understand what they are looking for when browsing on our website.”** claimed Adrian Pike, Chief Marketing Officer, district m.

But the technology wasn't only about conversions. Employee satisfaction is very important to the district m culture. **“Our employees are happy that they don't have to switch between multiple applications to check account status, chat, email, or speak with clients or prospects, and they've become proficient with the integrated features in a matter of a few hours or less.”** explained Marsolais. Looking forward, district m believes that CaféX Live Assist for Dynamics 365 can help them with their other platforms in responding to visitors faster.

***“CaféX has not only helped us increase the time a user spends on our website and the engagement it generates, but it has also helped us understand what they are looking for when browsing on our website.”***

*Adrian Pike, Chief Marketing Officer, district m*

