



Growing digital advertising company improves online conversions with CBA 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

**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 Pixelate 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.