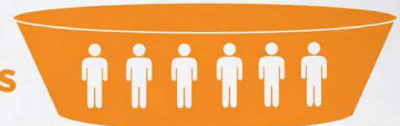


XANDR SCALES TRAINING PROGRAM TO REACH AND EMPOWER CUSTOMERS WORLDWIDE

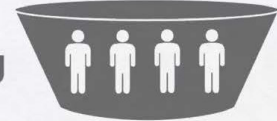
“Unboxed has been a great partner in this project and the quality of the content continues to exceed our expectations.”

Lead Instructional Designer

Brand Awareness



Prospecting



Retargeting



CHALLENGE

Global internet technology company Xandr was in need of a training overhaul that would help their clients get the most out of the powerful services they offer.

RESULTS

70%

COMPLETION RATES FOR
OPTIONAL TRAINING

85%

FOUND CONTENT HIGHLY
RELEVANT

80%

LIKELY TO REFER TO
OTHER USERS

CORPORATION OVERVIEW

FOUNDED IN 2007
EMPLOYEES: 1,000
HEADQUARTERS: NEW YORK, NY
MULTINATIONAL TECHNOLOGY
COMPANY

SOLUTIONS

· CUSTOM TRAINING VIDEOS

BACKSTORY

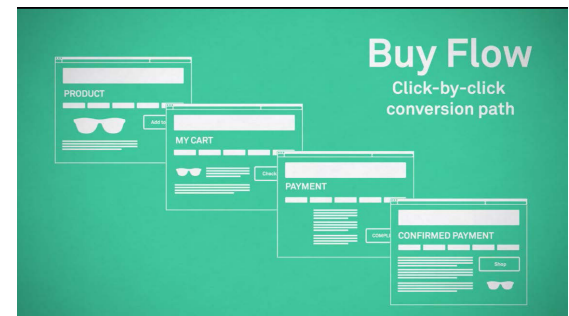
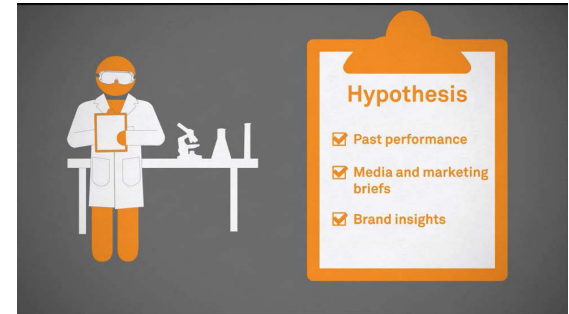
Xandr is one of the world's largest independent platforms for the buying and selling of internet-based advertising. With over 1,000 employees working in offices located in North America, Latin America, Europe, Asia and Australia, their customizable software solutions facilitate billions of ad sales every day.

OPPORTUNITY

As Xandr expanded, so did the need to onboard new clients to their software platform in a scalable way. Their existing training was overly complex, time consuming and limited by their Services Team's availability to provide in-person, one-on-one assistance.

In order to better onboard their customers, Xandr needed a change. Their goal: an eLearning program that could be accessed from anywhere in the world, educate their clients on how to use their platform effectively and remain evergreen as Xandr continued to grow. It also had to be easy to update, to account for any future changes to the e-commerce landscape.

"We had a sense of the kind of eLearning that we wanted but needed an engaging, scalable solution," says Crossman Wilkins, Xandr's Lead Instructional Designer. After first attempting to resource the project internally, Xandr quickly realized they required a partner if they wanted to



“UNBOXED ALLOWED US TO MAKE AN ENTIRE CURRICULUM ALL AT ONCE, AND AT A BETTER QUALITY THAN I COULD MAKE ON MY OWN.”

LEAD INSTRUCTIONAL DESIGNER

“UNBOXED’S CONTENT IS ENGAGING AND EFFECTIVE. WE KNEW IT WOULD BE A GREAT FIT FOR US.”

SENIOR DIRECTOR OF PRODUCT SUPPORT & CUSTOMER EDUCATION FOR XANDR’S ADVERTISER TECHNOLOGY GROUP

build a comprehensive program within their desired timeframe. Ultimately, they chose Unboxed to design a solution that would fit.

PARTNERSHIP

Unboxed began the discovery process by attending in-person workshops at Xandr’s corporate headquarters in New York. While there, they gained a better understanding of Xandr’s business practices and the software console itself, which allowed them to recommend custom training solutions tailored to Xandr’s unique needs and culture. Unboxed also met with subject matter experts to identify common struggles with the platform. In doing so, they gained valuable insights into the areas in which Xandr’s clients needed the most help, what kind of solution would be the most effective, and how best to share the training content. At the end of the process, Unboxed recommended a microlearning approach that would thoroughly and quickly educate Xandr’s clients.

Even at this early stage of their partnership with Unboxed, Xandr was confident they had made the right choice. Through close collaboration, Unboxed and Xandr were able to rapidly align on a strategy and move into development. “Unboxed allowed us to make an entire curriculum all at once,” Wilkins says, “and at a better quality than I could make on my own.”



Placement Size	Default Creative
728x90	A horizontal banner with a green background. On the left is a white icon of glasses. To the right of the icon, the text 'LENS MASTERS' is in white, and '50% OFF' is in white on a dark green background.
580x400	A vertical banner with a green background. At the top is a white icon of glasses. Below it, the text 'LENS MASTERS' is in white, and '50% OFF' is in white on a dark green background.
300x250	A vertical banner with a green background. At the top is a white icon of glasses. Below it, the text 'LENS MASTERS' is in white, and '50% OFF' is in white on a dark green background.

“USER GROWTH HAS BEEN IMPRESSIVE. IT’S BEEN UP AND TO THE RIGHT SINCE WE LAUNCHED. COMPLETION RATES ARE AT 70%, FOR TRAINING THE COMPANY CONSIDERS OPTIONAL.”

*SENIOR DIRECTOR OF
PRODUCT SUPPORT &
CUSTOMER EDUCATION
FOR XANDR’S ADVERTISER
TECHNOLOGY GROUP*

SOLUTION

The resulting training modules consisted of two-to-three minute, single-topic eLearnings that provided comprehensive training on the Xandr console, while allowing Xandr’s partners to customize their learning experience to their needs. This just-in-time approach gave each individual learner access to the exact information they needed at any point in time.

To keep the content easy to understand, the microlearning modules featured a shared iconography to help convey abstract concepts, while footage of the console itself provided step-by-step interface training. By taking the time to establish these conventions during the design process, Unboxed could rapidly create additional modules as Xandr needed them.

This new training allowed Xandr’s customers to familiarize themselves with their platform and understand its basic functionality. “Unboxed’s content is engaging and effective,” says Laurie Schnidman, Senior Director of Product Support & Customer Education for Xandr’s Advertiser Technology Group. “We knew it would be a great fit for us.”

“It’s not a chore to watch the training we develop,” Wilkins added. “It’s engaging and drives to the core concepts we are teaching to.” And since the e-learning modules were designed with two-dimensional, customizable animation, they will be easy to update, a crucial feature in an industry where change is constant.

RESULTS

Since launching the first eLearning modules in June 2015, Xandr has seen overwhelmingly positive feedback from customers, thanks to its ability to teach them the platform quickly from anywhere in the world. Customers use it. Customers love it.

“User growth has been impressive,” says Schnidman. “It’s been up and to the right

“IT’S NOT A CHORE TO WATCH THE TRAINING WE DEVELOP. IT’S ENGAGING AND DRIVES TO THE CORE CONCEPTS WE ARE TEACHING TO.”

“UNBOXED HAS BEEN A GREAT PARTNER IN THIS PROJECT,” WILKINS SAID, “AND THE QUALITY OF THE CONTENT CONTINUES TO EXCEED OUR EXPECTATIONS.”

LEAD INSTRUCTIONAL DESIGNER

since we launched.” Completion rates are at 70%, for training the company considers optional.

Clients have singled out the program’s easy-to-understand content and high quality production value as high points. The head of performance at one Xandr client said that for new members of his team, the eLearning is “a well-structured ‘pick up and go’ curriculum that allows first time users to get immersed in the Xandr world with easy-to-understand eLearning videos and article content.” 85% said they found the content informative, and almost 80% said they were either likely or very likely to recommend the content to another learner.

But some of the biggest advocates? Xandr’s own Services Team. According to Schnidman, they are recommending it to customers on a regular basis, thanks to its ability to onboard customers faster than ever. “Anecdotally, they’re spending less time on basic training,” she says, “and more time on high-impact, strategic and technical consulting.”

Going forward, Unboxed will continue to develop new eLearning modules to expand the training curriculum and help learners get the most out of their partnership with Xandr. “Unboxed has been a great partner in this project,” Wilkins said, “and the quality of the content continues to exceed our expectations.”



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