

AdUnit's Success Story: State-of-the-art monitoring in performance marketing

CHALLENGES

- Hard to optimize and monitor a high amount of campaigns simultaneously.
- Reduce complexity
- Finding ways to improve campaign performance

SOLUTION

The service offered by Nexoya covers both of these key factors. Namely through gathering all the existing data from various different sources in one place (such as Mailchimp, Google Analytics, Salesforce etc.)

as well as through the proactive campaign prediction. AdUnit was able to easily determine which campaigns were performing well and which would need more finetuning and optimization going forward.

KEY BENEFITS

- Managing the campaign operation through automated processes instead of increasing FTE costs
- Proactive monitoring of KPIs
- Advice and suggestions on the overall marketing performance
- Alerts on surprising behaviour in the data
- More insights for their end-customers on how campaigns do perform



Company's overview

- Company: Adunit
- Industry: Advertising services
- Headquarters: Zürich, Switzerland
- Size: 14
- Optimised marketing channels: Google Analytics, Instagram, Twitter, LinkedIn, Google Ads



“We are now able to optimize campaigns better, knowing that the Nexoya is keeping an eye on all our metrics.”



Matthias Stöcklin
Business Analyst at Adunit