

Thanks to Nexoya, we were able to improve our marketing spend (ROAS) by up to 30%.

CHALLENGES

- Tracking of a vast amount of marketing channels simultaneously is troublesome
- Tracking and analysing the spendings is time consuming
- CSS searches for new ways to smartly allocate marketing budgets

SOLUTION

Nexoya's team provided actionable recommendations to CSS on how to reallocate money effectively.

The recommendations were proposed on a regular basis while campaigns were actively running so that CSS could react immediately on improving its budget allocation and consecutively its ROAS.

KEY BENEFITS

- A comparable overview of past and future marketing performance
- Multi-channel campaign analysis and comparison of up to five channels
- Ad campaign results such as impressions and conversions improved by 30-60%
- Overall marketing return-on-ad-spend improved by 30%



Company's overview

- Company: CSS
- Industry: Health Insurance
- Headquarters: Lucerne, Switzerland
- Size: 2,700 employees
- Type: Corporation
- Optimised marketing channels: Facebook, LinkedIn, Instagram, Google Ads



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CSS