

SKO Success Story: a holistic view across multiple channels

CHALLENGES

- The time-consuming process of data aggregation and report creation
- Regular monitoring of all relevant marketing metrics required a lot of time
- Inability to get an overview across multiple channels and languages

SOLUTION FROM NEXOYA

The Nexoya platform allows SKO to aggregate their data, automate their reporting process, and simplify the monitoring and alerting of KPIs.

Additionally, features such as the creation of customer-specific KPIs allows the team to customize the tool to the marketing structure and create their indices for measuring success. This feature allowed SKO to easily track different campaign performance across channels in both regions.

Nexoya enabled SKO to introduce automated marketing monitoring to detect surprising effects automatically.

KEY BENEFITS

- A holistic view of marketing efforts across multiple channels with a platform that aggregates all the data, activities, and possible learnings in one place
- Reporting methods with KPI and funnel reports, that save time and energy, leaving room to focus on the implementation of strategies
- Continuous monitoring of KPIs and predictive analytics for important campaigns



Company overview

- Company name: SKO
- Industry: Independent network
- Headquarters: Zürich & Lausanne
- Size: 10000+
- Type: Nonprofit management organization
- Optimized Marketing Channels: Facebook, LinkedIn, Google Analytics, YouTube, Twitter, Google Ads



“Creating reports manually took us hours – with Nexoya we see the reports with one click.”



Jeannette Häslér Daffré
Head of Communication at SKO