

Generali Switzerland: 72.5% more Conversions with nexoya's Campaign Optimization

CHALLENGES

- Static Budget per Channel
- Unrealized potential
- Data complexity
- Time-consuming manual campaign optimization
- Lack of transparency

SOLUTION FROM NEXOYA

within three months and six optimization rounds, the project team could achieve a cumulative uplift of 72,5% of hard-conversions and 38.44% more premium calculator entries with the same budget by applying AI-driven campaign optimization of Nexoya.

Moreover, Nexoya enabled full transparency over all the multi-channel always-on campaigns. Thus, the platform allowed all channel owners to see what is happening and predict which campaigns are likely to perform better for an upcoming period.

KEY BENEFITS

- Dynamic Cross-Channel-Budget
- +72,5% Conversions and +38,44% Micro-conversions
- All data in one Platform, easy to see the potential
- Innovative approach using AI and predictions for next period
- Full transparency
- Data-driven decisions



Company Overview

- Company name: Generali
- Industry: Insurance
- Headquarters: Adliswil & Nyon
- Size: 1800 Employees
- Type: Corporation
- Optimized Marketing Channels: Instagram, Facebook, DV 360 (programmatic), Google ads (Display)



72% more conversions in just three months thanks to Nexoya's AI.“



Mike Fuhrmann,
CMO at Generali