nexoya

Lenzerheide's Success Story: multiple hours saved in manual reporting

Lenzerheide
Sonne hochzwei

Company Overview

- **Company name:** Lenzerheide
- **Industry: Tourism**
- **Headquarters:** Vaz
- **Size:** 31 Employees
- **Type:** Corporation
- **Optimized Marketing Channels:** Facebook, Instagram, LinkedIn, YouTube, Google Ads, Google Search Console, Google Analytics, Mailchimp, Apple App Store, Google Play Store

CHALLENGES

- Lack of transparency in data from 10+ marketing platforms
- Multiple marketing channels with vast amounts of data requiring aggregation
- Time-consuming and error-prone reporting
- Disconnect between marketing channels

SOLUTION FROM NEXOYA

Thanks to the automated data-aggregation, the team no longer needed to spend long and costly hours on creating manual reports, whilst the clarity gained from having all marketing data and weather information integrated into a single place meant improvements in the marketing strategy.

Features such as Nexoya's AI-powered correlation analysis provided insight into the relationships between different marketing touch-points or the weather and deepened the team's understanding of how certain campaigns and KPIs interacted with each other.

KEY BENEFITS

- Clarity in marketing data
- Multiple hours saved in manual reporting every week
- Correlation analysis providing valuable data insights
- Continuous AI-powered monitoring of KPIs and anomaly detection
- Regular competitor analysis
- Monthly business reviews with nexoya's customer success team

"Working with Nexoya enabled us to both save hours in manual reporting, but also understand the effectiveness of our marketing better"

Marc Schlüssel,
Executive Management at LMS AG