

Kardex's Success Story: 40% time saved on reporting and data analysis

CHALLENGES

- Vast volumes of data aggregated in Excel
- Time-consuming and error-prone data analysis and reporting
- Very hard to aggregate data
- Disconnect between different marketing channels
- Inability to have a holistic view of the lead journey

SOLUTION FROM NEXOYA

Thanks to Nexoya's marketing funnel feature, Kardex could easily implement their comprehensive operational framework in no time and started tracking the lead journey with a predefined seven stages funnel.

Having all the data aggregated in Nexoya allowed Kardex to filter data quickly and proceed with in-depth data analysis.

The team could look up and compare performance in the different areas or campaigns with one click. Team members could easily share reports and celebrate wins together.

KEY BENEFITS

- All data easily accessible in one place
- Simplified reporting and data analysis
- Holistic view across multiple channels
- Implementation of a comprehensive operational framework for tracking lead journey across seven stages in real-time
- Reduction of operational marketing costs by 40%



Company Overview

- Company name: Kardex
- Industry: Logistics
- Headquarters: Zürich
- Size: 1,900 Employees
- Type: Corporation
- Optimized Marketing Channels: Facebook, LinkedIn, Salesforce, Hubspot, Semrush, Google Analytics, Youtube, Twitter, Google Ads, GotoWebinar



"Overall, Nexoya allowed us to reduce the overall marketing operations effort by 40%."



Hanspeter Schielly
Director of Digital & Online
Marketing at Kardex