



Press Release

New feature: "nexoya Campaign Optimization" optimizes multi-channel campaigns

Artificial intelligence manages the use of budgets in complex digital marketing campaigns

Zurich and Berlin, November 26th, 2020 - Managing multi-channel marketing campaigns is complex and time-consuming. Users of the "nexoya Marketing Analytics" platform now receive concrete suggestions on how they can optimally control their digital campaigns and the budgets used for them. This is because the new "Campaign Optimization" feature from the SaaS start-up nexoya optimizes marketing campaigns on the basis of machine learning and artificial intelligence. At the click of a mouse, the platform performs weekly cross-channel analysis and creates a detailed budget proposal for the coming week. After a successful test phase, nexoya has now activated the automated campaign optimization for all users of its platform: <https://www.nexoya.com/campaign-optimization-ai/>

In digital marketing, campaigns often run across many channels simultaneously. These include Google Ads and Google Search Ads, Facebook Ads, Instagram Ads, YouTube Ads, LinkedIn Ads, Twitter Ads and Display Ads. Such multi-channel campaigns place high demands on the responsible marketing teams. This is because managing the activities is complex and it is difficult to maintain an overview, compare the results of the individual channels, and use the budgets efficiently.

Automatically optimized campaigns

"nexoya Marketing Analytics" has already been bundling all organic and paid marketing metrics as well as third-party data on weather or exchange rates in one platform for its customers for two years. In this way, marketing managers can evaluate and compare the performance of individual campaigns and assets at the click of a mouse. With the activation of automated optimization of ongoing campaigns, AI algorithms now provide concrete suggestions for cross-channel budget allocation. The suggestions include recommendations on how to ideally allocate the respective budget for a defined period - such as the coming week. The platform allocates the optimal future budgets to the individual campaigns and provides transparent and detailed reporting on a weekly basis.

"In the new role, we combine our many years of experience in predictive analytics with the customer need for an overarching and transparent optimization of digital campaigns in marketing," says Manuel Dietrich, Co-Founder and CEO, nexoya.

Individual AI models distribute the budgets

If a marketing team defines its first multi-channel campaign on "nexoya Marketing Analytics", the platform reads all historical data of this campaign and starts analyzing it. In the next step, the platform creates an individual AI model based on this historical data and the configuration the user has made for

his campaign - such as the future budget or the selected risk level. Using this model, nexoya's solution can predict the future outcome of the different campaigns and ads. It is selected to use the best prediction for each metric, such as expected website conversions, thousand-contact price, CPM, or pay-per-click, CPC, for entire campaigns and for each individual ad. Finally, from the predicted values, the AI algorithms determine the best possible distribution of the budget across all campaigns, ad sets, or ad ads assigned to a specific cross-channel campaign.

"You don't get an increase in clicks of more than 30 percent just like that - especially not with complex campaigns that run across many different channels. With nexoya's platform, we have already achieved such results after a short time. In addition, we get exciting insights into our campaigns and activities. For example, we can provide our managers with an easy-to-understand and automatically updated marketing report for each department," says Milos Radovic, Lead Marketing Strategy B2B, Swisscom.

Nexoya Webinar

New Campaign Optimization Feature and How it Works

15.12.2020 at 11:00 AM

Agenda

- Missed potentials in cross-channel campaigns
- Predictive analytics
- How AI helps to be more efficient
- Q&A

<https://www.nexoya.com/webinar-campaign-optimization-2/>

Image material

The graphics are available for download in printable resolution:

www.nexoya.com/wp-content/uploads/2020/11/Campaign-Optimization-CreationProcess.png

www.nexoya.com/wp-content/uploads/2020/11/Campaign-Optimization-Advice.png

www.nexoya.com/wp-content/uploads/2020/11/Campaign-Optimization-ProposalOverview.png

Create a campaign

- ✔ **Basic details**
Define your campaign name, duration and it's goal.
- ✔ **Select content**
Choose content which you want to include in this campaign.
- Budget settings**
Set planned budget for each goal or channel, per week.

Budget plan

Please enter your total planned budget (per channel) for the whole campaign.

	Google Ads	<input type="text" value="Enter your budget"/>
	Facebook	<input type="text" value="Enter your budget"/>
	LinkedIn	<input type="text" value="Enter your budget"/>
Total		\$ •

Optimize budget

Would you like your budget to be optimized? You can choose if you want to automate it, do it yourself (we just send you budget allocation proposals) or simply skip for now.

Automatically

We automatically shift the budget across all ads, ad sets and campaigns to achieve the best possible result.

Manually

We will send you weekly budget allocation proposals which you can then review and manually apply changes.

or [Skip optimization](#)

Risk level ⓘ

How much are you willing risk it to get the best results?

Conservative

We'll shift the budget ±20%

Moderate

We'll shift the budget ±50%

Aggressive

We'll shift the budget ±100%

Previous step
Finish

Users of "nexoya Marketing Analytics" can decide whether they manage their budgets manually or automatically and which risk level they choose (Image: nexoya Ltd.)

www.nexoya.com/wp-content/uploads/2020/11/Campaign-Optimization-CreationProcess.png

The screenshot displays the Nexoya dashboard for the 'Ice cream campaign 2020'. The interface includes a sidebar with navigation options like 'Company', 'Dashboard', 'Campaigns', and 'Reports'. The main content area shows campaign details such as duration (1 Mar - 31 Dec 2020), spend (\$636,000), and creator (Douglas C.). A 'Performance' tab is active, showing a 'Reallocate budget for inexpensive ads' recommendation. This recommendation is based on the recent development of campaigns with the goal of 'Awareness' and proposes a reallocation of 17% of the budget. The recommendation includes a table of campaign performance metrics and a 'Show details' button.

Ice cream campaign 2020
Seasonal promotion of our premium ice cream lineup (Licky, Strawberry, Chocky...)

Duration: 1 Mar - 31 Dec 2020 | Spend: \$636,000 | Created by: Douglas C.

Performance | Content | Budget | **Optimize** 17%

Reallocate budget for inexpensive ads
5 ad campaigns in total | DATE CREATED: 19 Jun 2020 | POTENTIAL FOR NEXT WEEK: +28% (232 impressions)

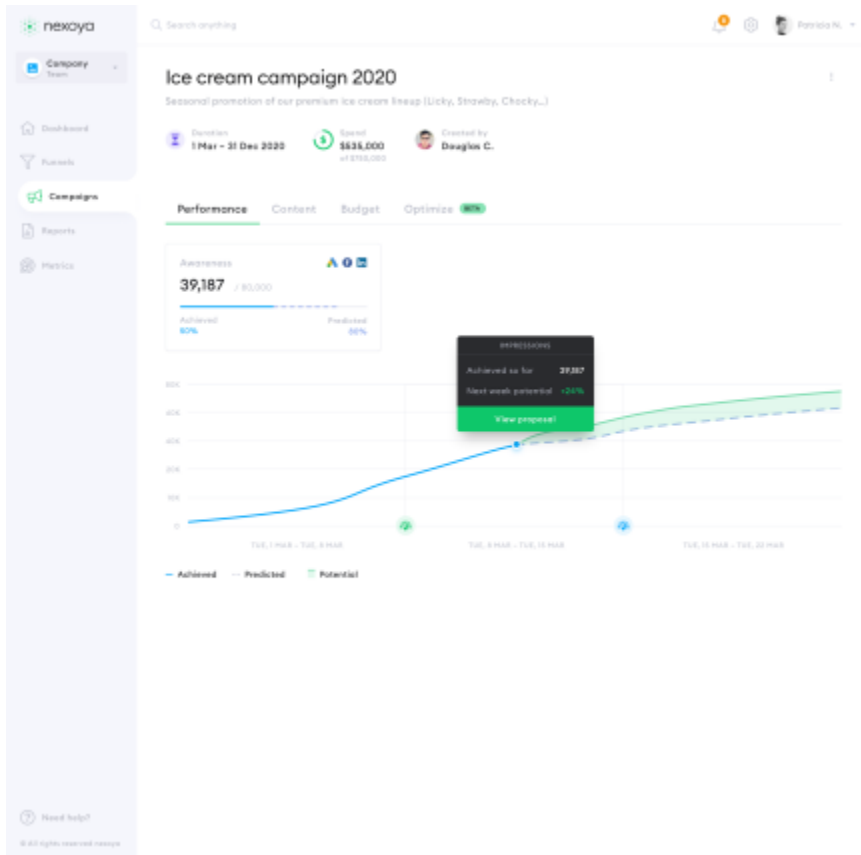
Based on the recent development of campaigns with the goal **Awareness**, we propose a reallocation of **17% of the budget**. We have a high confidence on this trend and believe it could bring you **232 impressions** more with the same investment as last week.

CAMPAIGN	PREDICTED PERFORMANCE	PROPOSED DAILY AVG. BUDGET	PREDICTED GAIN/LOSS
Video campaign A	██████████	+3,400 \$/day	+252 impressions
Search brand 2	██████████	-2,000 \$/day	-64 impressions
Retargeting group - Young	██████████	+1,600 \$/day	+101 impressions
New targets	██████████	-1,000 \$/day	-62 impressions
Research IT	██████████	-400 \$/day	-18 impressions

Show details | **Apply all**

AI algorithms calculate concrete recommendations for the ideal use of the budget per asset and per campaign (Image: nexoya Ltd.)

www.nexoya.com/wp-content/uploads/2020/11/Campaign-Optimization-Advice.png



"nexoya Marketing Analytics" calculates the future outcome of complex multi-channel campaigns (Image: nexoya Ltd.)

www.nexoya.com/wp-content/uploads/2020/11/Campaign-Optimization-ProposalOverview.png

About nexoya

The Zurich-based start-up nexoya Ltd. has been implementing automated analytics for the digital marketing of medium-sized and large companies since 2018 - in a user-friendly and privacy-compliant manner. Based on machine learning, the SaaS platform "nexoya Marketing Analytics" optimizes multi-channel marketing campaigns: For this purpose, the solution aggregates key figures from different channels such as Google Ads, Instagram or Facebook, presents them clearly and takes over the monitoring of the key figures. Based on the collected data and using artificial intelligence (predictive analytics), nexoya then optimizes the campaign budgets. In this way, the solution relieves marketing teams of routine operational tasks, simplifies automated data-driven decisions and reduces marketing costs by up to 30 percent. nexoya only collects non-personalized data that is stored in certified Swiss data centers. Customers include well-known companies such as Emmi Group, Generali, CSS or The House Agency. www.nexoya.com

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