

## Feldschlösschen's Success Story: Centralized Reporting & Funnel Optimization

### CHALLENGES

- No holistic overview across the company's brands' campaign performance
- Decentralized and non-real time reporting
- Vast amount of data that cannot be analyzed manually

### SOLUTION FROM NEXOYA

Thanks to the funnel view, nexoya allowed Feldschlösschen to visualize their data better and significantly optimize their funnel performance for the justDrink.ch brand and even predict the outcome of their funnel.

So, starting now, the Feldschlösschen justDrink team could better understand their data and start using it to their advantage.

### KEY BENEFITS

- Centralized & easy reporting
- Ability to visualize and predict marketing funnel per campaign & brand
- Holistic overview across multiple channels
- Optimized lower funnel
- Predictive analytics & monitoring of KPIs with anomaly detection



### Company Overview

- Company name: Feldschlösschen
- Industry: Beverages
- Headquarters: Rheinfelden
- Size: 1200 Employees
- Type: Corporation
- Optimized Marketing Channels: Facebook, LinkedIn, Mailchimp, Google Analytics, YouTube, Twitter, Google Ads, Instagram, Google Search Console, Xandr



"Thanks to Nexoya, we continuously get more insights into our data. It allows us to optimize our lower funnel and be faster with data analysis"



**Manfred Weiss**  
Head of Digital at  
Feldschlösschen