nexoya

Swisscom: 38% more conversions for a multi-channel campaign with the help of Nexoya's AI algorithms

swisscom

Company Overview

- Company name: Swisscom
- Industry: IT
- **Headquarters:** Bern
- **Size:** 19,100 Employees
- **Type:** Corporation
- **Optimized Marketing Channels:** Adobe Analytics, Google Ads, Twitter, LinkedIn, Facebook, Instagram, Oracle Eloqua

CHALLENGES

- Taking their complex campaign management to a new level.
- Getting more value out of marketing budgets without spending more.
- Integration and testing of AI-technologies into digital marketing processes.

SOLUTION FROM NEXOYA

Thanks to Nexoya's campaign optimization feature, Swisscom was able to spend their budget more efficiently.

By using AI to predict trends for relevant metrics such as Cost per Thousand Impressions (CPM), Cost per Click (CPC) and Cost per Acquisition (CPA), the optimal budget allocation for each channel and campaign was identified and proposed to the team.

– A challenge that's nearly impossible to achieve without AI technology.

KEY BENEFITS

- No guesswork when it comes to decision-making.
- High-quality predictions thanks to Nexoya's machine learning algorithms.
- Up to 38% more conversions in just 3 weeks.
- More efficient marketing budget allocation.

"Thanks to Nexoya, we were able to improve the conversions of our multi-channel campaigns by up to 38%."

Milos Radovic
Head of Marketing Strategy & Development at Swisscom