

## SUCCESS STORY

# 72.5% more Conversions with Nexoya's Campaign Optimization

Generali Switzerland insures more than one million customers

## Key challenges



Decisions based on intuition, not on data



Time-consuming campaign optimization and complex campaign setup



Unrealized potential due to static budget allocation



Data complexity due to four different data sources

## Results

### 38.44%

More premium calculator entries

- ✓ Transparency over all the multi-channel campaigns
- ✓ 3 Channels: Google Ads, Meta, DV360
- ✓ Cross-channel predictions with 10 AI Model

### 8 Ad Portfolios

Each with 6 optimized funnel steps

- ✓ Innovative approach using AI
- ✓ Data-driven decisions
- ✓ Trustworthy collaboration and fast iterations

### 72.5%

More conversions

- ✓ Dynamic cross-channel-budget allocation
- ✓ All data in one Platform, easy to see the potential
- ✓ Regularly prediction and optimization of campaigns



**Mike Fuhrmann**

Generali Switzerland

***"72.5% more conversions thanks to Nexoya's artificial intelligence in just three months, that's astonishing!"***

## Eager to find out more?

Schedule a call with one of our experts.

