

Jeep® Success story: 39% more test drives in one month with Nexoya's Campaign Optimization

CHALLENGES

- Highly competitive market
- Time-consuming data analysis
- High costs per test drive request
- Vast volumes of data
- No holistic view over multiple marketing channels

SOLUTION FROM NEXOYA

After a short onboarding process, Jeep® was able to aggregate all their data assets in one place and start getting more insights into their cross-channel marketing performance.

With Nexoya, the marketing team could let the algorithm work for them, leaving more time for strategic and creative tasks.

Thanks to Nexoya's AI algorithm, already in a few weeks, the team generated 39% more conversions by simply applying the proposed budget allocation.

KEY BENEFITS

- 39% more conversions (test drive requests)
- Decrease of the cost per test drive request by 28%
- A holistic view on marketing KPIs across multiple channels
- Clear view on performance within the various stages of conversions
- Leveraging the full potential of marketing efforts

Jeep®

Company overview

- Company name: Stellantis – Jeep®
- Agency: Publicis Media
- Industry: Automobile
- Headquarters: Amsterdam, Netherlands
- Size: 400k + employees (world-wide)
- Type: Corporation
- Optimized Marketing Channels: Facebook/Instagram, LinkedIn, DV360



"In just one month, Nexoya allowed us to achieve 39% more conversions and lower our CPL by 28%, that's remarkable!"



Rico Helmrich

Marketing F&B /
Communication Manager
Jeep®