

Mobilier's Success Story: Fully automated optimization – streamlined ad operations and more conversions

die Mobiliar

Company overview

- Company name: Mobiliar
- Industry: Insurance
- Headquarters: Bern, Switzerland
- Size: 5,856
- Type: Corporation
- Optimized Marketing Channels: Google Ads, Bing Ads, Facebook/Instagram Ads and Display & Video 360

CHALLENGES

- Manual tracking of performance across channels and products
- Manual adjustments of budgets in campaigns
- Different conversion values for products
- Top vs low funnel campaigns: Covering whole spectrum of their funnel

SOLUTION FROM NEXOYA

The weekly optimization cycles increase conversions tremendously in both the top and low funnel. Additionally, thanks to Nexoya's fully automated budget allocation, there was a smooth process to adjust the budget across all campaigns.

The automated budget allocation allowed Mobiliar to automatically adjust the portfolio of all their ad campaigns. This reduced the error rate in budget applications. As a result, Mobiliar could avoid wasting the marketing budget on ineffective activities. As a result, Mobiliar increased its product page views in the top funnel by 72%, and 51% more users calculated the premium.

KEY BENEFITS

- Human error proneness was eliminated with automated budget allocation
- Gained efficiency in cross-channel ad operations
- Transparency on marketing tactics
- Leveraging the seasonality in products
- Significantly more conversions



“With the help of Nexoya, we were able to have a better understanding of our entire Funnel-Spectrum and increase conversions.”



Caroline Bleuer
Digital Marketing Manager
at Mobiliar