

Skribble's Success Story: How Nexoya automated time-consuming operational work and lowered CPL by 54%



Company overview

- Company name: Skribble
- Industry: IT services/SaaS
- Headquarters: Zurich, Switzerland
- Size: 54 employees
- Type: Scale up
- Optimized Marketing Channels: Google ads, Microsoft ads

CHALLENGES

- Free up time for strategic and tactical decisions to keep on growing
- Budget allocation across channels and countries is time-consuming
- Finding new ways to increase conversions and overall digital marketing performance

SOLUTION FROM NEXOYA

Personal meetings with Nexoya experts enabled the possibility to have a transparent and hands-on view of the entire project.

Nexoya enabled automated budget allocation for the set up of cross-channel campaigns, which Skribble could monitor via the Nexoya platform.

Thanks to the automated budget allocation from Nexoya, Skribble could avoid wasting marketing budgets on inefficient digital marketing activities. As a result, Skribble lowered its CPL (Cost per lead) by 54%.

KEY BENEFITS

- Saving time - Consequently, more time for strategic tasks
- Transparency for cross-channel campaign monitoring
- 6% higher conversion value
- 54% lower CPL (Cost per lead)
- Market insights - Holistic overview of the competitive landscape



“With Nexoya's smart budget allocation feature, we could automate our marketing tasks and consequently lower our CPL by more than 54%!”



Till Graf

Growth Hacker at Skribble