nexoya

Scholl

Scholl's Journey to Strong Revenue Growth with Dynamic, Data-Driven Optimization

Scholl is a global leader in comfort footwear

Key challenges

Managing over 40 campaigns across multiple platforms

Time-intensive, error-prone reporting and optimization

Strong seasonal demand shifts required constant budget adjustments

Siloed data and limited cross-channel visibility hindered a holistic view

Results

95%
Prediction accuracy

- ✓ Easy and fast validation of the results
- ✓ 4 Channels: Meta, Google Ads, Microsoft Ads, Criteo
- ✓ 6 Funnel steps optimized

140+
Working hours saved

- ✓ Automated budget allocation across channels
- ✓ Early detection of campaign saturation to avoid wasted spend
- ✓ Cross-channel visibility: all data in one place

Revenue Uplift
Notable increase in just a few months

- ✓ Continuous learning & adapting to seasonal patterns
- ✓ Dynamic weekly optimizations with guided support
- ✓ Reaching revenue targets with ease
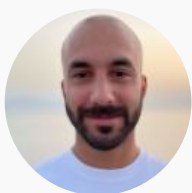
Paolo Pizzolon
Head of Digital

"With Nexoya, we're able to optimize dynamically, automatically adapting to seasonal patterns. This allows us to fully maximize our campaign performance and consistently reach our revenue targets."

Eager to find out more?

Schedule a call with one of our experts.