

## SUCCESS STORY

# Oswald (Unilever Group) Achieves +7.5% Revenue Uplift with Cross-Channel Optimization

All in One: Centralized Reporting & AI Budget Allocation

## Key challenges



Managing multiple campaigns across 4 channels



Manual optimization limits strategic flexibility



No unified view due to siloed channel management



Missed opportunities due to static budget planning

## Results

### 97%

Prediction accuracy

- ✓ 96% Prediction accuracy for the “Revenue” funnel step
- ✓ 4 Channels: Google Ads, Microsoft Ads, Meta & DV360
- ✓ 5 Funnel steps optimized

### 300%

Return on Investment

- ✓ Added key business context thanks to the events feature
- ✓ Data-driven guidance & strategic transformation
- ✓ Higher ROAS due to dynamic budget allocation

### +7.5%

Revenue Uplift

- ✓ Automated budget allocation across channels
- ✓ Holistic cross-channel visibility
- ✓ Immediate value & access to full potential of their campaigns



**André Buholzer**

Oswald, Unilever Group

*“Thanks to Nexoya, we achieved a **7.5% revenue uplift** – an outstanding result!”*

## Eager to find out more?

Schedule a call with one of our experts.

