

SUCCESS STORY

22% More App Downloads and 308% ROI with AI-Driven Marketing

CKW, a member of the Axpo Group, is a leading Swiss provider of integrated energy and building technology solutions.

Key challenges



Fragmented data sources slowed down accurate reporting and optimization



Constant market shifts forced ongoing budget adjustments



Achieving growth without sacrificing quality



Maintaining comprehensive visibility across diverse campaigns

Results

93%

Prediction accuracy

- ✓ Enabled CKW's broader marketing transformation
- ✓ 3 Channels: Meta, Google Ads, TikTok
- ✓ 5 Funnel steps optimized

22%

More App Downloads

- ✓ High quality - Deletion rate of app unchanged despite the growth
- ✓ Early detection of campaign saturation to avoid wasted spend
- ✓ Cross-channel visibility: all data in one place

301%

Return on Investment

- ✓ Automated budget allocation for higher efficiency
- ✓ Dynamic weekly optimizations with guided support
- ✓ Holistic campaign orchestration driving stronger impact



Laura Odermatt

Digital Marketing Manager

*"It was fascinating to see how the **algorithm kept learning** and becoming even more accurate. The **high prediction accuracy** really strengthened our trust in the tool."*

Eager to find out more?

Schedule a call with one of our experts.

