

SUCCESS STORY

24.1% Less Ad Spend, Same Profits

Flaschenpost is the largest online wine retailer in Switzerland

Key challenges



Multi-channel setup in four languages with hundreds of products



Manual optimization limits strategic flexibility



Complexity with seasonality



Striving for greater efficiency without compromising performance

Results

99%

Prediction accuracy

- ✓ 4 Channels: Google Shopping, Meta, Microsoft Ads and Criteo
- ✓ Unified reporting: all data in one place
- ✓ 6 Funnel steps optimized

+22%

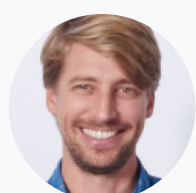
ROAS increase

- ✓ Automated budget allocation across channels
- ✓ Decreased CRR by 18.5%
- ✓ Ability to identify saturation effects on channel & campaign level

24.1%

Less ad spend, same profits

- ✓ Shift from ROAS to POAS optimization
- ✓ Budget planning with scenario simulations
- ✓ Data-driven guidance & strategic transformation



Dominic Blaesi
CEO

*"We've achieved results we never thought possible: a **significant decrease in CRR** and an impressive **22% increase in ROAS**. This has elevated our performance, delivering more revenue and profit with less ad spend."*

Eager to find out more?

Schedule a call with one of our experts.

