

SUCCESS STORY

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

140+

Working hours saved

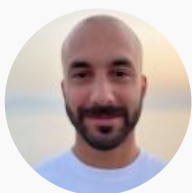
Revenue Uplift

Notable increase in just a few months

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

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

- ✓ 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.

