

SUCCESS STORY

AI-Powered Success: 31.6% Revenue Uplift & 690% ROI in Just Three Months

Stroili is part of the THOM group and a leading player in Italy's jewellery market

Key challenges



Data-rich, but lacking actionable insights



Manual optimization limits strategic flexibility



Advertising portfolio saturation



Shifting performance goals

Results

98%

Prediction accuracy



5 Channels: Google Ads, Meta, Microsoft Ads, Criteo, RTB House



Continuously monitor and validate the results



7 Funnel steps optimized

690%

Return on Investment



Redesigned campaign structures led to increased impact



Entire process became fully automated and driven by data



Simulation of different scenarios to forecast ROAS and revenue

+31.6%

Revenue Uplift



Automatic optimized cross-channel performance



Early detection of campaign saturation



Peak season campaign efficiency



Anastasiya Auramenka

Digital Marketing Manager

*With Nexoya, we achieved an **impressive 31.6% revenue uplift** – an incredible result in such a highly competitive market!*

Eager to find out more?

Schedule a call with one of our experts.

