

SUCCESS STORY

Boosting Performance by 46.8% with Cross-channel Optimization

ZKB is a leading bank in the Greater Zurich Area, with national roots and international reach

Key challenges



Limited transparency across channels



Manual optimization limits strategic flexibility



Rising costs and highly competitive market



Siloed Channel Optimization

Results

722%

Return on Investment

- ✓ 4 Channels: Meta, Microsoft Ads, Google Ads, DV360
- ✓ 5 Funnel steps optimized
- ✓ Efficient onboarding and seamless AI integration

85%

Prediction Accuracy

- ✓ Increased efficiency through automation
- ✓ Smooth collaboration with the agency
- ✓ Automated budget allocation streamlined the team's workflow

46.8%

Increase in Add-to-Carts

- ✓ Reached target CPL in just three weeks
- ✓ Enhanced performance within existing budget
- ✓ Comprehensive cross-channel transparency



Alexandra Rahm

Head of Advertising & Campaigns

*"We were thrilled to see the result we achieved with Nexoya! Reaching our target in just three weeks while **boosting our performance by 46.8%** was beyond our expectations!"*

Eager to find out more?

Schedule a call with one of our experts.

