

SUCCESS STORY

# Reaching +13% Revenue uplift with Nexoya dynamic AI optimization

Nextbase is a global leading smart Dash Cam brand with over two decades of expertise in developing in-car technology.

## Key challenges



Different market dynamics complicated budget decisions



Manual analysis slowed optimization and insights



Lack of holistic view limited performance optimization



Scaling revenue required smarter, automated optimization

## Results

**97%**

Prediction accuracy

- ✓ Efficient onboarding and seamless AI integration
- ✓ Adapted strategy for US, UK, and EU markets
- ✓ 6 Funnel steps optimized

**+13%**

Uplift in Revenue

- ✓ Tailored calibration and dynamic market pacing
- ✓ Strategic partnership and ongoing expert guidance
- ✓ Healthier ad spend distribution

**398%**

Return on Investment

- ✓ Significant cost savings and more efficient budget use
- ✓ Early detection of campaign saturation to avoid wasted spend
- ✓ Unified reporting: all data in one place



**Douglas de Santi**

Global Head of Direct to Consumer

*“With Nexoya’s dynamic AI optimization, we achieved a **+13% increase in revenue**. Overall, Nexoya empowered us to **act faster and allocate budgets strategically** based on real market conditions, which made a real difference in our results.”*

**Eager to find out more?**

Schedule a call with one of our experts.

