nexoya

.italo

SUCCESS STORY

+15% uplift in Total Revenue with cross-channel optimization

Italo is a leading Italian high-speed train operator and a pioneer in the mobility sector.

Key challenges

- Managing a complex setup of 200+ campaigns across multiple platforms
- High manual effort slowing down optimization
- Limited agility in responding to market changes
- Balancing dual objectives of revenue growth and website traffic

Results

98%	21x	15%
Prediction accuracy	Return on Investment	Revenue Uplift
✓ Efficient onboarding and seamless AI integration	✓ Streamlined workflows reducing manual effort	✓ Automated budget allocation for higher efficiency
✓ 3 Channels: Google Ads, Criteo, and Microsoft Ads	✓ Strategic partnership and ongoing expert guidance	✓ Flexibility to optimize for different goals: revenue & traffic
✓ 6 Funnel steps optimized	✓ Cross-channel visibility: all data in one place	✓ Holistic campaign orchestration driving stronger impact

Gianluca Marchio
Digital Sales and Marketing Director

“ The platform allowed us to significantly automate our processes and achieve a remarkable 15% revenue uplift. We see Nexoya not just as a technology provider but as a true partner helping us push the boundaries of performance marketing.”

Eager to find out more?

Schedule a call with one of our experts.