

SUCCESS STORY

# Enercity Success story: 23.3% More Sales in Just Four Months

Enercity is one of Germany's ten largest energy providers, supplying around one million customers with electricity, heat, and drinking water.

## Key challenges



Five channels, each with its own data and optimization logic



Heavy reliance on manual adjustments across platforms slowing down optimization



No unified view across channels and campaigns



Limited transparency into cost per acquisition

## Results

**95%**

Overall Prediction Accuracy

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

**23.3%**

Increase in Purchases

- ✓ Significant sales uplift within just four months
- ✓ Target CPA maintained despite higher sales volume
- ✓ Cross-channel visibility: all data in one place

**9h/m**

Saved Optimization Time

- ✓ Automated budget allocation for higher efficiency
- ✓ Events feature used to factor in price changes and improve optimization accuracy
- ✓ Faster reaction to market developments and seasonal changes



**Amy Wilpert**

SEA- & SEO Manager at Enercity

*“The **+23.3% increase in purchases** clearly shows that automation with Nexoya not only saves time but also drives measurable growth.”*

**Eager to find out more?**

Schedule a call with one of our experts.

