

Cross-channel Campaign Optimization

Marketer challenges in budget allocation

While doing your daily marketing activities you need to measure the performance of your actions and always decide, what best channels are, what the next action is to take and so forth. More specifically, you would like to know which ad, post or video attracted the most attention or contributed the most to your sales.

Furthermore, it would be important to know, how much money you need to spend in the coming days to grow even more or whether your investment in particular ads is really worth it - maybe you can smartly reallocate your budget in a certain way to get better results?

We are sure, you have asked yourself these questions already, but how do you get to these important answers in your daily marketing operations?

If you are working without a marketing agency, most likely, you begin with logging into your ad-administration tool and check if your KPIs such as impressions increased or dropped. This sounds rather easy, but what if you have multiple channels and tools to verify and different metrics to compare? And this situation doesn't get easier, if you received a sophisticated report from your agency, which needs to be explained, interpreted and verified. How would you then make a decision where to invest in a certain channel or ad going further?

At nexoya, we developed a campaign optimization feature, which helps you to easily track the effectiveness of marketing campaigns and provides you with advices on how to allocate your budget, in order to get maximum return on your investment.

“Thanks to nexoya, we were able to improve our marketing spend ROI by up to 30%.”



Marcel Engelberger

HEAD OF DIGITAL MARKETING AT CSS

How nexoya campaign optimization works

For us, the work of optimizing your ongoing campaigns should be as frictionless as possible. With the help of artificial intelligence, we analyze your existing campaign and automatically propose allocation of budgets for upcoming weeks, to allow you to sit back and enjoy the best ROI.

Our AI algorithm consists of two elements, the prediction of your performance with all the marketing channels (AI - Prediction) and the optimization of your budget (AI - Optimization).

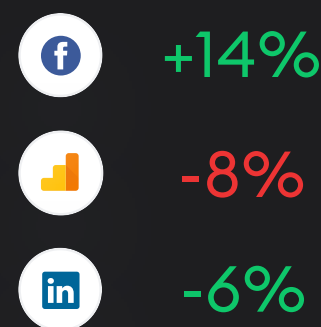
Indicate important metrics and goals



AI-prediction & AI-optimization



Optimized investment proposal for next week



At the beginning, you indicate what metrics are the most important for you and what are the actual targets of your campaigns. These can be for example impressions on Instagram, clicks on Facebook, conversions from the banner or from your Google Search Ads. There is also the possibility to define multiple KPIs as your target to be optimized.

Once you have chosen your KPIs across all channels, we apply the AI algorithms to predict their future values. To be very precise in our prediction, we check how your KPIs fluctuated in recent history, whether they were impacted by any holidays or if additional data like weather conditions influenced the metric. Our prediction algorithms will recognize even complex effects such as banner blindness. During the optimization step, our AI Model is trying thousands of variations of your potential budget allocation, so that we can find out which one is the best and gives you the maximum gain.

All our proposals are delivered in an easy, understandable format with clear advice on where to invest your budget.

*These are only examples, other metrics might be analyzed as well, including sales from your CRM system. It depends how you imagine your marketing funnel.

User-friendly campaign optimization

Very important aspect of campaign optimization is the ability to tailor it to your actual digital marketing strategy. Therefore, we would like to emphasize a couple of aspects which make it more user-friendly and easy to customize.

Multiple channels and metrics

You are able to choose any channels (integrations) and metrics you would like to optimize.

Customized Goals and strategies

You can clearly define the budget allocation to facilitate certain goals you would like to achieve. This means for example, you can optimize your campaigns towards impressions at the beginning of the period and move to conversions at the end of it.

Data granularity level

Different channels might represent different data granularity including 'campaigns', 'ad-sets' or even 'ads'. It depends on you, which level you would like to have.

Dynamics of marketing campaign

We are aware that the marketing campaigns performance might change rapidly, therefore we are able to cope with short-term dynamics such as trends or fast changes of the market conditions.

Additional data and better predictions

We want to make our KPIs prediction as accurate as possible, therefore we look for additional metrics to further improve our prediction algorithms, for example the weather forecast.

Are you still manually optimizing your campaigns and don't leverage the capabilities of AI?

We believe we can help - feel free to reach us or schedule the demo with us!

Find us at
www.nexoya.com

Have questions?
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