

SUCCESS STORY

Achieving 62% more Sign-ups with Cross-Channel Optimization

Yuh is one of the top neobanks in Switzerland

Key challenges



High competition in the market



Growing strategic focus left limited time for ad operations



Attribution chaos due to cookie depreciation, walled gardens, and data silos



Ambitious performance goals and fast-growth

Results

+95%

Prediction Accuracy

- ✓ 5 Funnel steps optimized
- ✓ 6 Channels: Meta, Google, TikTok, Reddit, Snapchat, X
- ✓ Great collaboration between teams

Attribution fix

Regression-based modeling

- ✓ Enabling data-driven attribution
- ✓ Actionable attribution through integration in Nexoya
- ✓ Monthly updates ensure the attribution stays aligned with recent data

+62%

Sign-ups

- ✓ -39% cost-per-sign-up
- ✓ Customized portfolio for each new flight campaign
- ✓ Onsite workshops and quarterly business reviews



Sonia Milici

Head of Marketing & Sales

*“We are on track to meet our performance target quickly with Nexoya, we have already achieved up to **+62% more sign-ups**. We look forward to optimising further with Nexoya next year.”*

Eager to find out more?

Schedule a call with one of our experts.

