

# windsor.ai

HOW VICTORINOX  
OPTIMISED THE MARKETING  
WITH THE HELP OF  
WINDSOR.AI



**VICTORINOX**  
SWISS ARMY



“Windsor.ai makes it very easy for us to ensure we stay on top of all campaigns and challenge our agencies. I can easily see what can be optimised because I have full transparency in one single view.”

Sebastian Paul  
*Global Digital Marketing*  
**Victorinox**

## BACKGROUND

Victorinox is the maker of the famous swiss army knife.

Originating from inside a cutler's workshop in 1884, Victorinox stands for quality, functionality, innovation and iconic design. Today, Victorinox is a global company with five product categories: Swiss Army Knives, Household and Professional Knives, Watches, Travel Gear and Fragrances.

## Victorinox at a glance

- Founded in 1884
- Maker of The original Swiss Army Knife, created by Karl Elsener in 1897
- Today the brand spans five product categories: Swiss Army Knives, Cutlery, Watches, Travel Gear and Fragrances.
- Marketing focus on e-commerce globally and brand

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## CHALLENGE

**VICTORINOX needed full transparency into the marketing performance and optimisation potential across channels and countries.**

VICTORINOX uses among others the following marketing channels

- **Google ads**
- **Bing**
- **Facebook**
- **Email marketing**
- **Affiliates (mostly Rakuten but others are being added)**

## SOLUTION

Windsor.ai connected to all VICTORINOX's marketing platforms. Windsor.ai pulls in the customer journeys and does attribution modelling. Windsor.ai - Attribution Insights connects the marketing spend to the attributed revenue.

Victorinox has full transparency for the first time into the marketing spend and performance across all channels.

Windsor.ai's data driven attribution algorithm provides the attributed conversions along the full customer journey. Then windsor.ai software matches the attributed performance to the costs from all platforms so it's easy to see the ROI from all channels.

Windsor.ai makes it easy to drill down in every customer journey in detail.

The software also gives prioritized time-saving recommendations on how to optimise the marketing ROI.

## Results

VICTORINOX for the first time has full transparency into all its marketing spend and performance.

VICTORINOX can now manage the agencies in a much more efficient way.

VICTORINOX has saved large sums while increasing sales. Return on ad-spend has increased significantly.

Victorinox has been able to reduce unprofitable campaigns and can easily optimise in a very granular way.