

A close-up profile photograph of a woman's face and shoulder. She has long, straight, blonde hair and is wearing a white, off-the-shoulder top. Her chin is propped up by her hand, which is resting against her cheek. She is looking slightly away from the camera. The background is a plain, light color.

**Melvita, the  
defender of  
organic beauty  
products  
proves  
ultimate gains  
through Social  
Proof  
Messaging**

*Melvita*

×

**Insider**



**The decision to become Insider's partner has been a brilliant move. We now have the capabilities and the tools we need to drive revenue across our digital channels and the confidence to move forward in ensuring a well strategized plan of campaigns to drive growth for the Summer Season. I am confident in the direction of our marketing goals with their active support and tentative care to our business needs.**

– Ceres Yu, Digital Marketing & Brand Communications Manager

# About Melvita

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Melvita is a pioneering organic beauty brand born in the south of France. Offering the purest of nature for over 30 years, Melvita constantly innovates and creates captivating, high-performance formulas to meet all needs. They are known for their organic floral waters, especially for their winning bestseller damask rose floral water.



# **Adopting Social Validation that Boosted Conversions by 28% with Insider**

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Melvita was able to realize that their product page had contributed to a handful of high volume exits on their pages, as well as a low Add-to-Cart rate. Insider was able to provide Melvita a range of personalised features that enabled high conversion to their website and overall customer experience.

In order to convince and sway hesitant shoppers, we were able to implement to show the number of other users that were looking at the product at the same time. The formula of this adoption to psychological marketing manifested a clear consumer preference to 'safety in numbers' when it comes to check out stages. When buyers can see that a product is being purchased this aids in their confidence in purchasing decisions. Melvita has enabled Insider to demonstrate this methodology and most of all offer the purest of natural beauty products to many consumers across Asia.

Melvita was set to implement a strategic plan to boost revenue for the Summer Season.

Here Insider was quick to devise and establish personalized campaigns to drive consumer retention that included specific segmentations resulting in an overall 28% conversion uplift. Highlights on a winning feature of social proof that proved a rosy +107% increase in revenue within the beginning of Summer that further gained +88% new customers to their website.

## ORGANIC DAMASK ROSE FLORAL WATER BEAUTY BOOSTER

BEST SELLER #HYDRATION #HYDRATING

#TONING & REFIRMING



(4 reviews)

Reference : 812724



40 people are viewing this product

Select Product :

200ml

HK\$280.00



Quantity:  ▾

**ADD TO BAG**



Shipping Information

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# About Insider

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Insider Growth Management Platform (GMP) helps digital marketers drive growth across the funnel, from Acquisition to Activation, Retention, and Revenue.

Leveraging real-time predictive segmentation powered by Artificial Intelligence, Growth Management Platform empowers marketers to deliver personalized journeys across the web, mobile web, mobile apps, and ad channels. Built on a unified data layer, GMP is easy to implement and simple to use, avoiding the need for complex integrations and dependency on IT teams. Insider simplifies the life of digital marketers and helps them drive growth for their brands, with zero marketing waste.

Insider is a technology company with offices in London, Paris, Singapore, Tokyo, Hong Kong, Seoul, Sydney, Helsinki, Barcelona, Dubai, Moscow, Warsaw, Taipei, Jakarta, Manila, Wellington, Istanbul, Kiev, Ho Chi Minh City, Bangkok, Brussels, Amsterdam, Luxemburg, Ankara, and Kuala Lumpur. Insider has been recognized as a Leader in the G2 Grid® for Mobile Marketing for 13 consecutive quarters. Insider Growth Management Platform is firmly positioned in Gartner's Magic Quadrant for Multichannel Marketing Hubs 2020.



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