

How Miele, a leading German home appliances giant, improved brand awareness and conversions with Smart Overlays



As soon as we started using Insider, we were excited by the possibility to leverage the platform to improve our conversions, brand exposure and provide stellar experiences to our customers and prospects. Training and setup for Insider was a breeze and their growth consultants ensured that we are set up from day one with a clear roadmap. An uplift of 68% in conversions under a month, is something unheard of and it took us by surprise. We hope that we can keep producing similar results going forward.

Orçun Çanak
e-Commerce Sales Manager



About

Miele is a German manufacturer of high-end home appliances and commercial equipment, headquartered in Gütersloh, Ostwestfalen-Lippe, Germany. Miele has a presence in Europe as well as the United States, altogether Miele has a presence in over 47 countries.

Improving Brand Awareness and Conversions

Following its expansion in Europe, Miele embarked on a new journey to improve brand awareness and loyalty in these new markets. As the competition started getting intense, Miele's team was in search of new and innovative solutions to stay ahead of the curve.

And a good indication of brand loyalty and awareness has always been the revenue generated in a given locale. Conversions are a crucial KPI when it comes to brand awareness, loyalty, and discovery. A brand that performs well and has a good conversion rate (when compared to the industry benchmark) naturally has the required branding it needs.

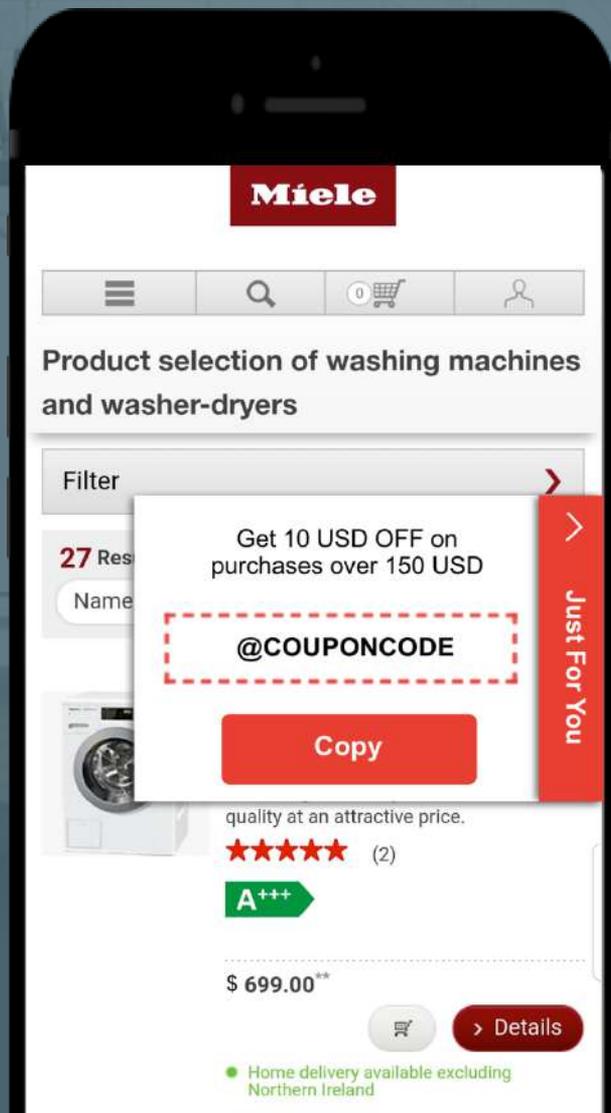
Miele tapped into Insider's Growth Management Platform to improve its brand awareness in new markets.

Using Smart Overlays to Boost Product Sales

Miele always wants to provide their customers with the best possible experience when they use any one of the brand's appliances and products. The brand offers a wide variety of complementary products that allow customers to extract the best out of Miele's appliances.

Miele observed that customers would purchase appliances but showed less interest in the complementary products which were clearly meant to help customers get the most out of Miele's appliances. For example, if someone added a washing machine in their cart, they would ignore the detergent that works best with the appliance. This was an issue, as Miele's washing machine, in this case, would not provide optimum results, and could lead to a loss of confidence in the brand's products.

Miele tapped into Insider's Smart Overlays to tackle this issue. Miele's team worked closely with Insider's growth consultants and implemented a promotion, where users would get a discount coupon for complementary products, provided they have crossed a predetermined amount (threshold amount). The idea was to improve conversions as well as provide exemplary results to the customers by providing the correct product-appliance combinations.



68% Conversion Uplift in Less Than a Month

In less than a month, Miele saw a 68% uplift in conversions as a result of Smart Overlays. Miele also saw sales numbers and AOV improve significantly. Since the products performed above par for customers, there were also a lot of repeat orders for Miele that directly contributed to the improvement in conversions.