

**Nayomi Increases
AOV & CR
Using Onsite
Optimization
and Personalized
Navigation**


Nayomi

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Insider



We at KOJ are a multichannel retailer, and being a multichannel retailer, we had to make sure that we had an amazing marketing stack targeting our customers online and offline. We have been using Insider for about a year with seven of our brands. Insider's growth consultants continue to give us invaluable technical support and expertise to grow the brands we onboard quickly. It's been a fruitful relationship. We're actively looking to expand our partnership to realize even more ROI and value."

Osman Jamjoom
Head of Omnichannel

About KOJ

KOJ is a multichannel retailer with a mix of franchise and private label brands. The company has built successful private labels, including Nayomi, Mikyaji, and Mihyar, the GCC's leading label brands.

KOJ has over 650 stores, primarily in Saudi Arabia, with a presence across the entire Gulf and Morocco. Its largest brand, Nayomi, is among the global top five lingerie brands—and the largest lingerie brand in the Middle East. Nayomi is a private label brand KOJ developed from scratch successfully and built exceptional customer loyalty.

Founded in: 1987

Numbers of Stores: 650+

Operates in: Gulf Cooperation Council (GCC)

Number of Employees: 1,000+

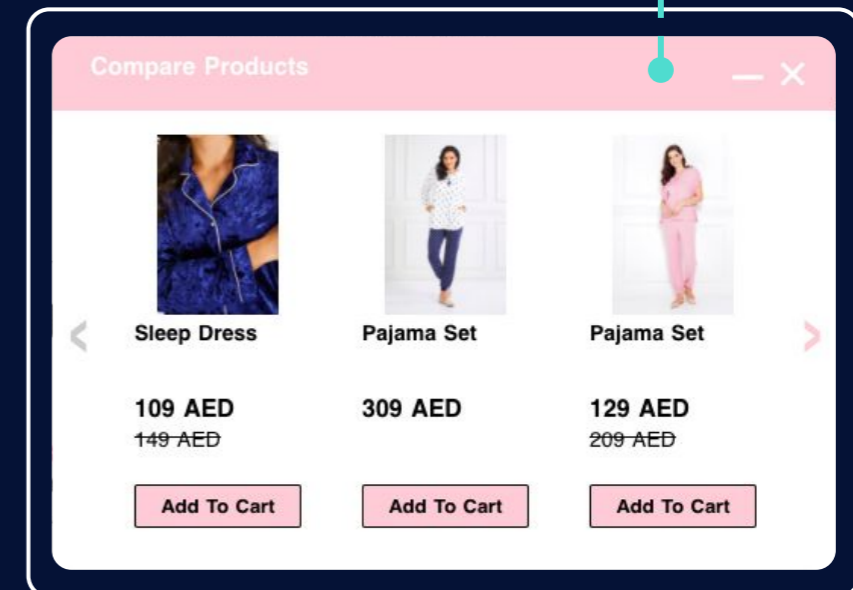
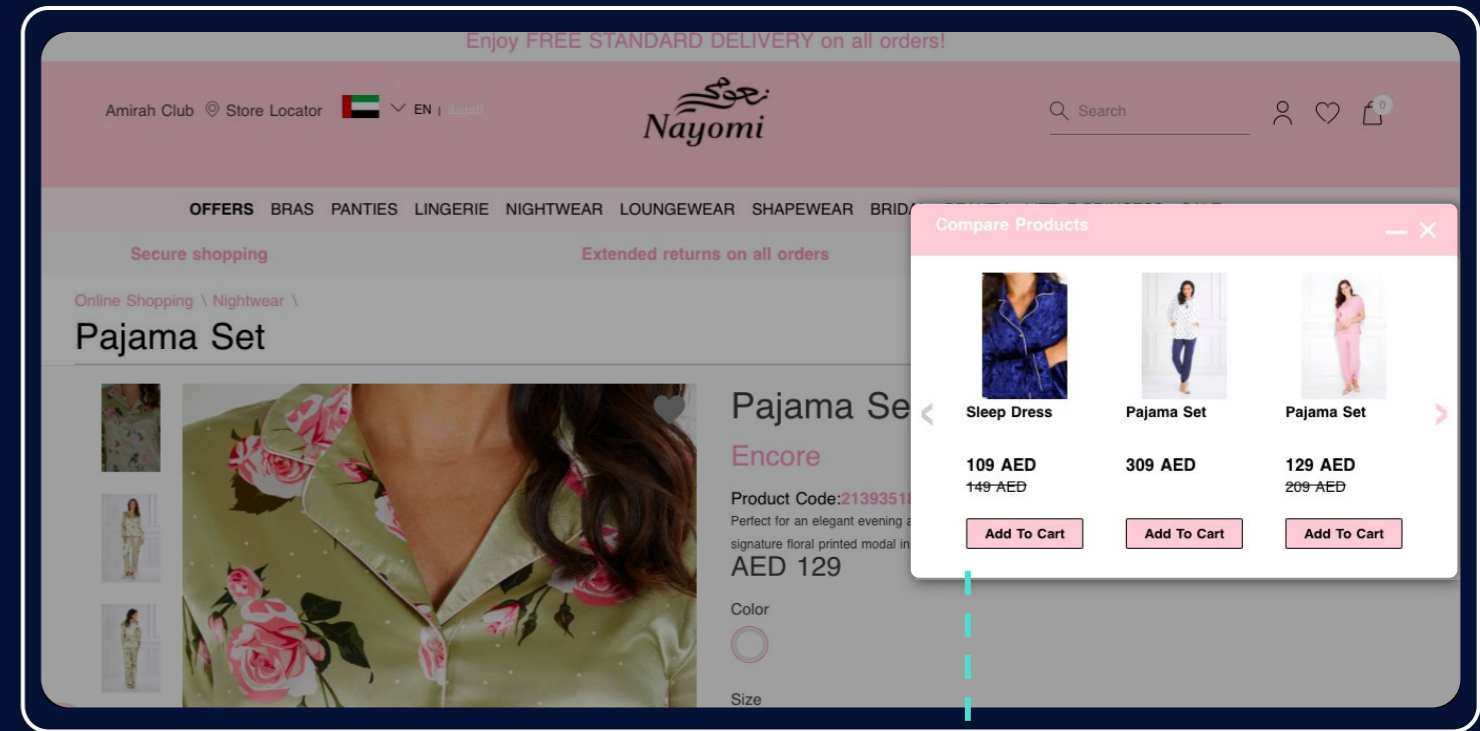


Engaging users through offers and best selling products notifications

Nayomi wanted to design the perfect customer experience—this involved notifying users about new offers and best-selling products to optimize onsite engagement.

Insider worked with Nayomi to understand their goals and recommended an **“onsite-experimentation-product”**—a widget for recently viewed items to promote product discovery and help users make decisions faster.

Using Insider’s recently viewed items widget, Nayomi saw a **16.54% uplift in AOV**, and a **conversion rate increase of 54.93%** with an incremental revenue of AED 37,671.



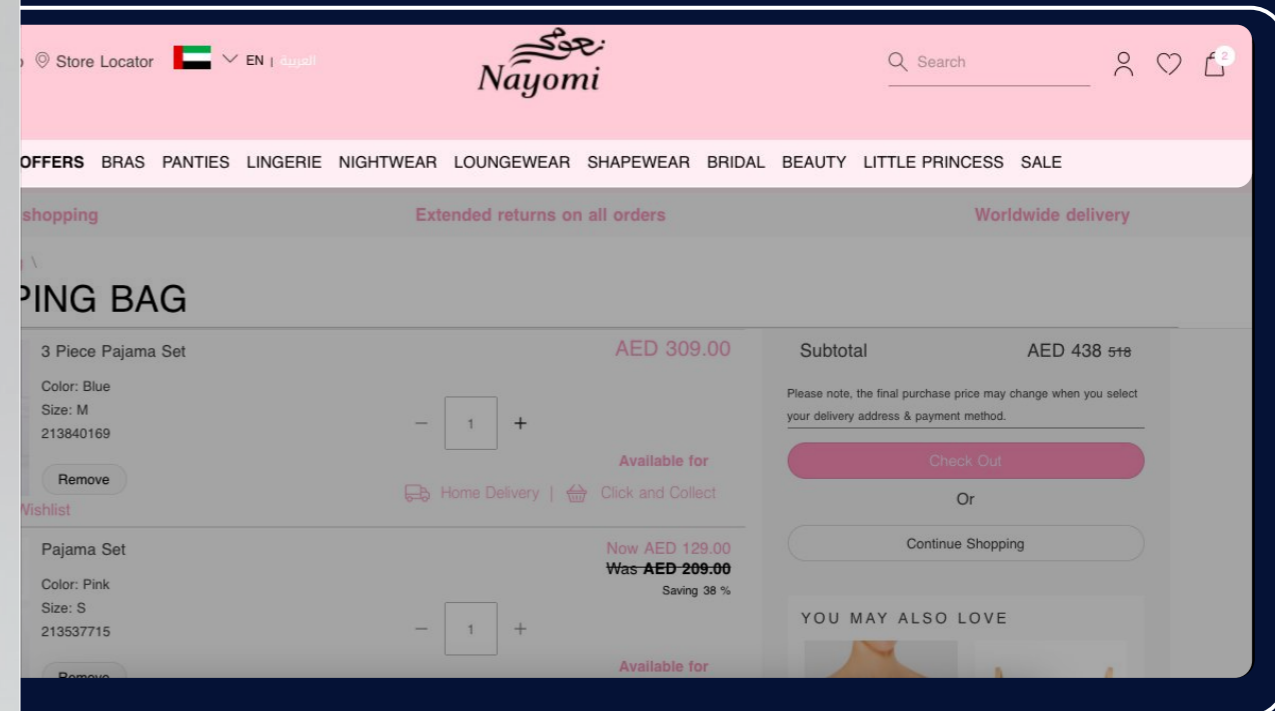
16.54% uplift in AOV

Optimize the onsite navigation for a smoother buyer's journey

A navigation bar with multiple filters and options is ideal for product discovery but can deter users from completing their purchase. Nayomi needed a way to make their purchase journey more straightforward and minimize distractions.

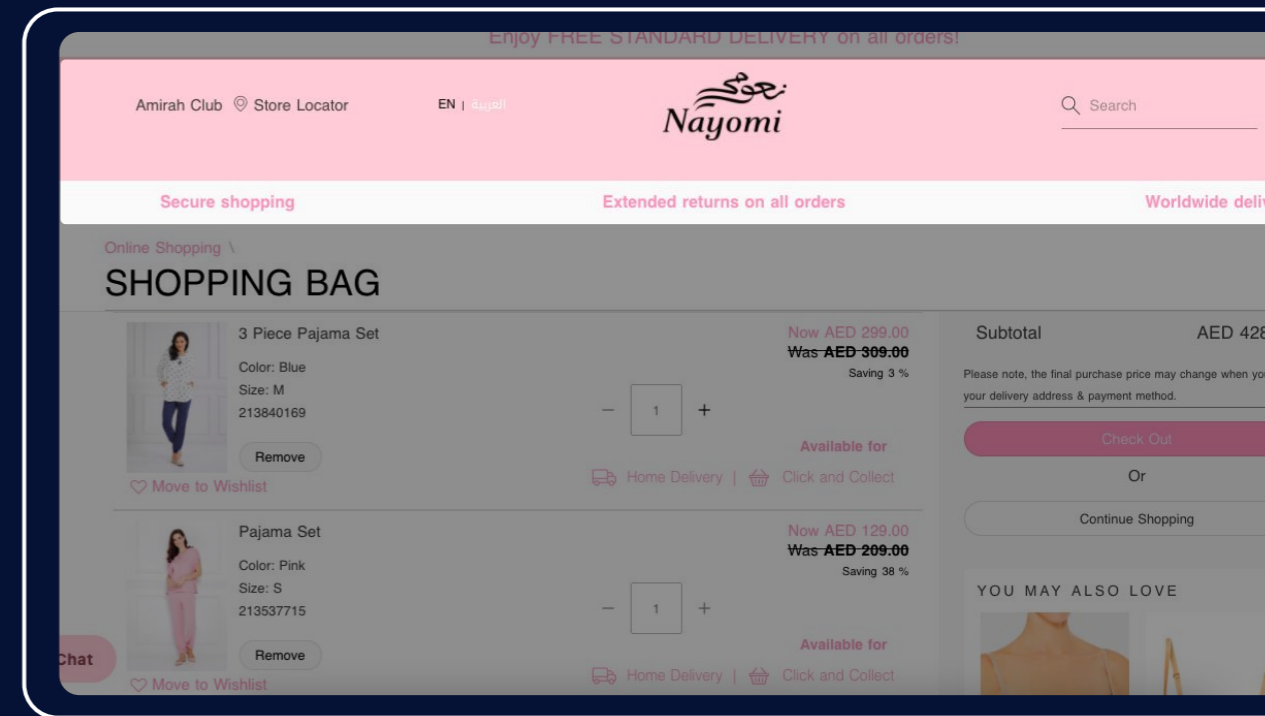
Insider recommended running an A/B test hiding the navigation bar for users who have more than 400AED in cart value. Removing the navigation bar's distractions would encourage the users in the variable group to singularly focus on the checkout process.

Nayomi observed a **15.80% increase** in their **CR** and a **2.19% uplift in AOV** for an incremental revenue of AED49,990.



With
Navigation
Bar

Without
Navigation
Bar



15.80% Uplift in
Conversion

Looking Ahead

Soon, Nayomi will explore Insider's journey orchestration tool, [Architect](#), to bring personalized multichannel customer journeys into their marketing mix. Nayomi also hopes to enhance their onsite experience with automated web push and predictive segments to deliver truly individualized experiences to each customer.



About Insider

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 16 consecutive quarters. Insider Growth Management Platform is firmly positioned in Gartner's Magic Quadrant for Multichannel Marketing Hubs 2020.

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