



**MATY improves CX and
increases AOV by 6% with
AI-Powered Personalization**

MATY × 



Working with the Insider team has been a great experience. The Insider platform is very easy and simple to use. Within a couple of weeks, we have been able to launch more experiences than we used to do in a year! The ecommerce team has become much more data driven and the team as Insider are always pushing us toward a culture of continuous improvement.

Ahmed Chinbou
Head of eCommerce - Interim Consultant. MATY



About MATY

“Love, Create and Serve” is the motto that drives MATY.

MATY is a leading French Watchmaker and Jewelry manufacturer, founded in 1951.

The company operates 35 stores and an ecommerce website MATY.COM with more than 16 million visits each year.

As a trusted brand with a large opt-in email database, MATY needed to find a new communication channel to communicate with their customers and to retain them.



Founded in 1951



Headquartered in Paris



+400 employees



Bringing back cart abandoners using the power of web push

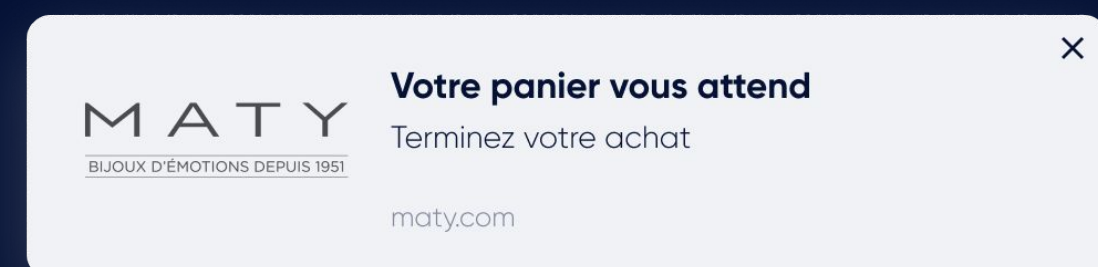
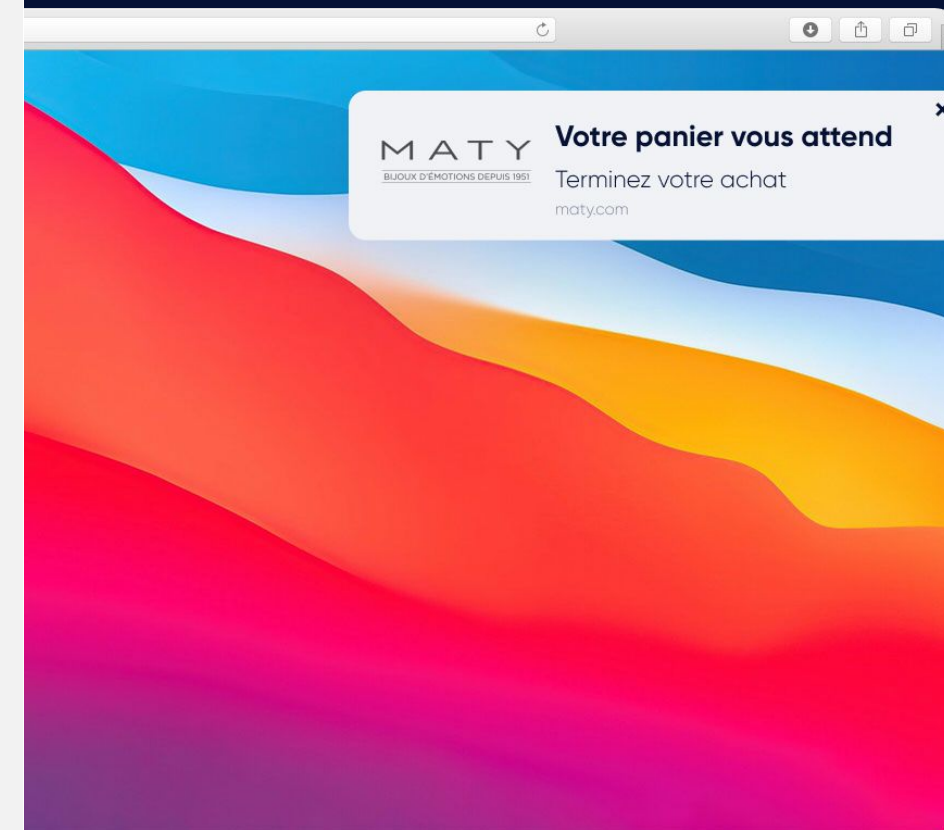
MATY realized the percentage of cart abandoners on its website was high and it had to nudge them to return. The company had traditionally been using emails as a medium of communication with these users. What they required was a more effective channel - that did not require a database - for reducing cart abandonment.

The team at Insider suggested that MATY try out **Cart Abandonment Push** - a powerful web push feature offered by the company, that's targeted at bringing back cart abandoners.

The cart abandonment web push notifications were highly effective and helped MATY achieve a **9.86% conversion rate on those abandoners**

9.86%
Conversion
Rate

21:30



Using Social Proof to encourage visitors to engage with products

MATY wanted to improve engagement on its product pages. The goal was to boost session duration and increase conversions on these pages. For this, MATY wanted an effective engagement tool that would turn visitors into buyers.

Working alongside Insider, MATY opted to implement Insider's Social Proof on its product page. Social Proof creates a sense of urgency around a product by highlighting how many people have viewed or purchased it in the last 24 hours. This helps drive engagement on the product pages.

MATY observed stellar results from running the Social Proof campaigns on its product pages. They observed an average **conversion rate uplift of 14.51%**.



14.51%
uplift in CR

The screenshot shows the MATY website interface. At the top, there's a navigation bar with categories like NOËL, NOUVEAUTÉS, BIJOUX, MONTRES, CADEAUX, MARQUES, MARIAGE, OUTLET, and SERVICES. A search bar is present with the text 'Rechercher (bague, 0378038, mariage...)'. Below the navigation, a social proof notification box displays: 'Très bon choix ! 30 visiteurs regardent ce produit en ce moment.' The main product area shows a watch and jewelry set in a display case. To the right, the product name 'Parure or blanc 375 montre bijoux bleus' is listed, along with a price of 399 € and an 'AJOUTER AU PANIER' button. Below the product, there are service inclusions: 'Retour GRATUIT', '60 jours pour changer d'avis', and 'Garantie 2 ans par MATY'. A badge at the bottom right indicates 'COFFRET PRÊT À OFFRIIR en Édition limitée'.

Making product recommendations more relevant with A/B Testing

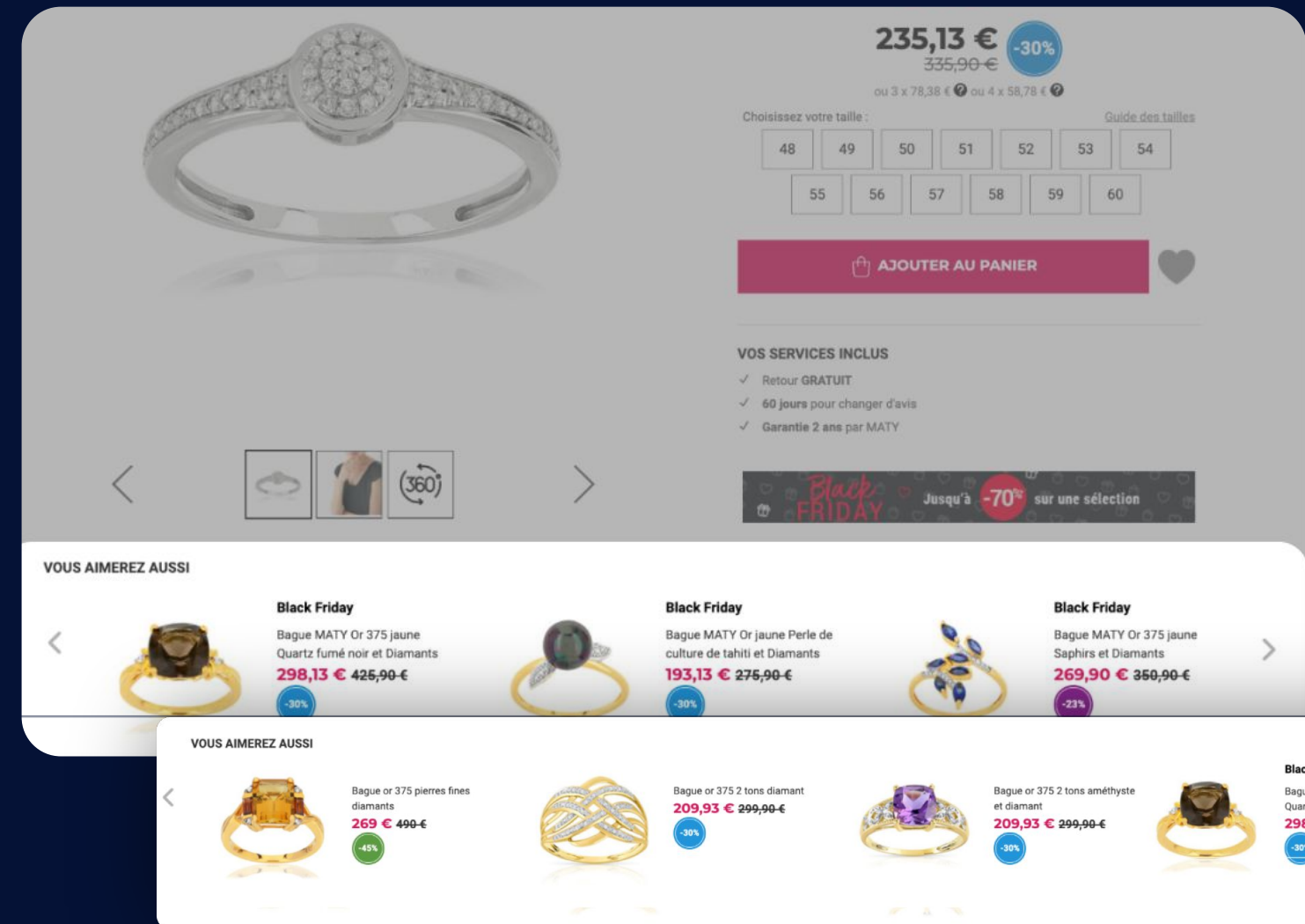
MATY wanted to optimize product recommendations on its product page, and make them more relevant, by testing multiple variations to see what would work best. The existing page showed 3 relevant recommendations for each product page. MATY wanted to test if more product recommendations would improve engagement.

The team at Insider evaluated the plan and advised MATY to try out its A/B testing feature, using which MATY could test the two variations — one with 3 recommendations and another with 4 recommendations to see what delivers better results

MATY observed a significant improvement in engagement on its product pages. The A/B testing campaigns drove a **6.69% uplift in Average Order Value (AOV)** and a **9.69% uplift in incremental revenue**.

6.69% uplift in AOV

9.69% uplift in incremental revenue



Targeting website visitors with Instagram-like gamified overlays to improve engagement

MATY wanted to explore innovative methods to engage website visitors. They realized that one way of doing this was by using gamified or interactive onsite experiences. They wanted an interactive overlay on their homepage that would enthruse customers to engage.

Insider suggested the use of InStory – an Instagram-like storyline on the homepage that displayed trending products. Visitors would see all the products that MATY wanted to promote on top of the website, and the interactive nature of InStory would allow them to engage with these stories.

MATY observed an immediate improvement in the engagement metrics on its homepage. Using the InStory campaigns, MATY realized an **Uplift of 5.29% in conversion rate** and an **AOV uplift of 2.74%**.



+5.29%
in CR

+2.74%
in AOV



Looking Ahead

Going forward, MATY will look to Insider's powerful AI-backed segmentation and personalization capabilities to create unique customer groups, who can then be targeted with cross-selling campaigns. The jewellery major is also looking at improving lead-generation, using Insider's tools, in a bid to expand new product communication.

The brand plans to continue optimizing the AOV metric as well as onsite engagement, while also looking to improve its retention strategy, boost repeat purchases, drive loyalty, and enhance Customer Lifetime Value (CLV) by delivering individualized customer experiences.

About Insider

Insider's Multichannel 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 deep Artificial Intelligence and Machine Learning capabilities, Insider Growth Management Platform empowers marketers to deliver personalized journeys across the web, mobile web, mobile apps, messaging, email, 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 has been recently featured in the Gartner Magic Quadrant for Multichannel Marketing Hubs 2020 and became the #1 leader on G2Crowd's Mobile Marketing Software and Personalization Grids with a 4.7/5 rating based on 100% user reviews, 15 quarters in a row. Insider has 27 offices in London, Paris, Singapore, Tokyo, Hong Kong, Seoul, Sydney, Indianapolis, Brasília, Helsinki, Barcelona, Dubai, Moscow, Warsaw, Taipei, Jakarta, Manila, Wellington, Istanbul, Kiev, Ho Chi Minh City, Bangkok, Brussels, Amsterdam, Luxemburg, Ankara and Kuala Lumpur.

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