



Case Study

More than 50,000 subscribers and a 10.49% conversion rate uplift with contextual email subscription personalization

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About Ulmart

45th biggest retailer of the world according to DeloitteUlmart is a 100% online-retailer and all the orders are made through the website of the company. Logistic infrastructure of Ulmart includes 34 urban and 4 suburban centers that receive orders and more than 440 delivery places called Ulmart Outpost. Logistic network of Ulmart covers more than 250 cities in the country. Being a multiproduct internet platform, Ulmart offers extremely wide range of products, which is more than 120,000.

Challenge

Email marketing continues to be one of the most effective ways to engage customers but mass mailing will ultimately prove to be an inefficient strategy, leading many users to unsubscribe and giving your organization a bad reputation. Collecting email from visitors poses another challenge for marketers. Many e-commerce sites target their visitors with email capture lightboxes immediately when they arrive on their website, which is usually dismissed. Ulmart wanted to convert more website visitors into email subscribers and collect valuable data to create sophisticated customer segments.



Segment

New and returning visitors who showed an interest in children category.



Solution

Email segmentation dramatically improves email marketing results as it leads to targeted and relevant messaging, increasing conversion rates. To create engaging email campaigns, companies need to have a clear understanding of what is truly relevant to their subscribers. The omnichannel personalization platform Insider helped Ulmart deliver the right message to the right user at the right time, collecting valuable customer data to craft more personalized email campaigns.



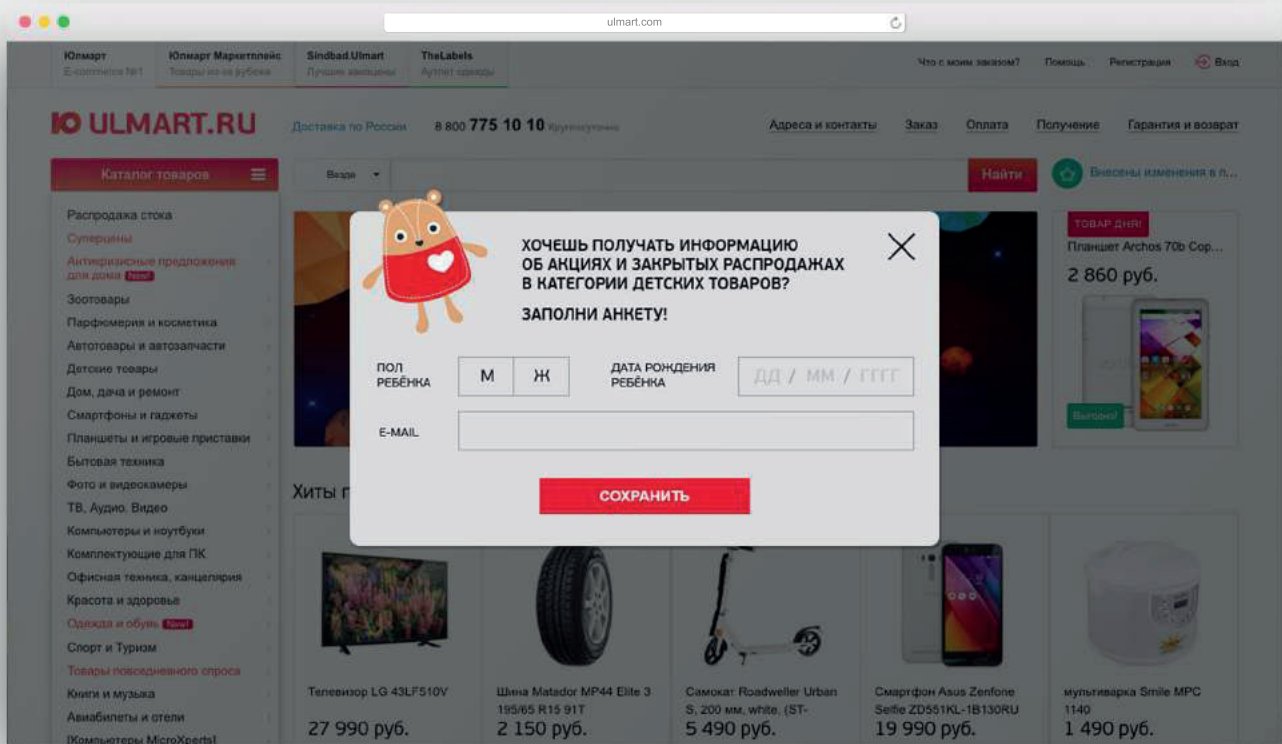
Implemented Personalization

An email subscription layer was created and only shown to customers who visited a children category page. Visitors were asked to submit the gender and birthday of their children in order to be informed about the new products, promotions and offers specific to their children's needs.



Result

Insider's email subscription personalization increased conversion rate by 10.49% and more than 50,000 visitors became subscribers, enabling Ulmart to collect valuable customer data to deliver more personalized shopping experiences.



Testimonial

"Insider allowed us to better understand customer behavior, identify valuable segments and communicate our messages in a more personalized and timely manner. The real-time personalization technology of Insider enabled us to optimize our marketing strategy and convert more visitors into email subscribers."

Igor Kuzmenko
Head of Product Marketing and E-commerce Tools Department, Ulmart