



ANSWEAR.com
UNLIMITED FASHION STORE

Creating a sense of urgency on the path to purchase with social proof notifications



Insider has opened up a whole new world of opportunity for us when it comes to getting the most out of our site. We are able to test our hypotheses quickly, and start seeing valuable returns. We love how we are able to learn as we go about what our customers respond to best, and adjust our messaging on the fly to achieve maximum results. The team at Insider are experts when it comes to online retail challenges; they were with us every step of the way and we're looking forward to taking the next steps with them.

Piotr Maciązka,
Ecommerce Project Manager



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About Answear

Award-winning online retailer Answear offers the latest in fashion for the whole family. The company stocks a huge range of clothing and accessories from leading international brands, including world-famous names in sportswear, denim, and high-end design. The online store was the first of its kind in Poland when it went live in 2011. Since then, the company has grown quickly, and now also operates in the Czech Republic, Slovakia, the Ukraine, Romania, and Hungary.

Turning Traffic into Revenue

Answear's website offers thousands of products, and attracts a lot of traffic. But, of course, not all visitors become buyers. The company wanted to find a way to unlock the potential value of this traffic by increasing the conversion rate on its site.

There are many different approaches and techniques online retailers can use to boost their conversion rates. One powerful conversion driver is social proof – where visitors can see that other people have viewed, purchased, or left a positive review for a product that they're interested in. Customers feel naturally more comfortable with a purchase decision when that decision is validated by others.

Answear believed that harnessing the power of social proof would help them achieve higher conversion rates, so they turned to Insider for help.



Product Popularity Messaging

Using Insider, Answear was able to implement advanced social proof information on its product pages. They decided to create a sense of urgency around a customer's purchase by displaying information about high customer demand. Notifications were triggered when a customer was viewing a product that had been viewed X or more times during the past 24 hours.

This also presented the perfect opportunity for A/B testing. Answear ran A/B tests on the different notification messages that were displayed to visitors to discover which were most effective in convincing them to make a purchase.

Results

Introducing social proof notifications led to a double digit increase in the conversion uplift.



Insider is a multi-channel digital experience platform for marketers. Accessible from a unified data engine, Insider enables marketers to leverage personalization, predictive segmentation and real-time technologies to boost loyalty and digital growth.