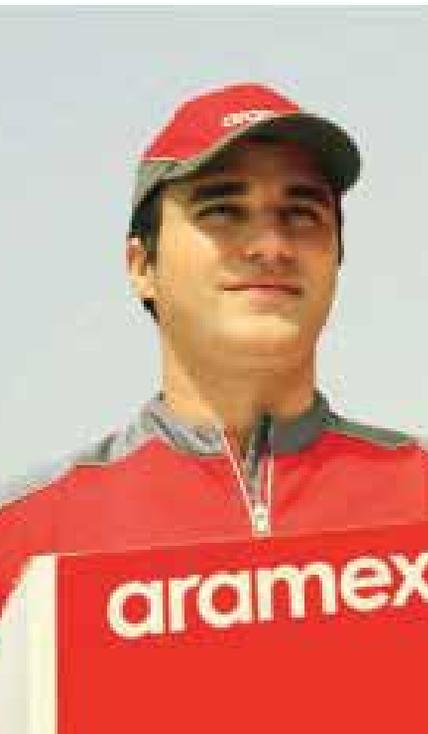


41.18% conversion rate uplift with Geo-targeted messaging



Aramex is a leading global provider of comprehensive logistics and transportation solutions. Established in 1982 as an express operator, the company rapidly evolved into a global brand recognized for its customized services and innovative multi-product offering. Aramex operates in over 354 locations across 60 countries, and has a strong alliance network providing worldwide presence.

“Insider gives us enormous power to deliver unparalleled customers experiences, understanding their basic needs and responding in real-time. Before, we didn’t have the opportunity to present relevant content, addressing them with geo-targeted messages. With Insider we are able to create, implement and test personalization campaigns quickly and get the most out of our website.”

Hassan Mikail
Chief E-commerce Officer, Aramex

Challenge

Being one of the biggest transportation solution providers, the unique locations of its customers lie at the core of the business of Aramex, more than any other customer information.

Regarding its customer base, Aramex targets more than 20 countries, including Malaysia, Singapore, Indonesia, Kenya, Uganda and Tanzania. Delivery availability is directly connected with those users' locations and is specifically important for international visitors.

Aramex had difficulty in segmenting its users based on their locations and put the right information in front of its customers in real-time, in order to increase relevance and stimulate conversions.

Solution

When used effectively, personalization based on Geo-targeting can be a powerful way to increase your conversion rate. Given the wide range of customer base residing in various countries, even continents, there is lack of space for delivering more than 20 different messages on the homepage of Aramex. Using Insider's geolocation and segmentation capabilities, Aramex delivered targeted messages to their visitors, location-specific personalized experience

Implemented Personalization

Insider's geolocation personalization scenario works for more than 20 countries including GCC, Malaysia, Singapore, Indonesia, Kenya, Uganda and Tanzania. If a user from Uganda will land on the homepage he/she sees a customized page, informing about delivery and displaying a personalized promocode, while someone from Singapore sees a different homepage.



The screenshot shows the top navigation bar of the Shop & Ship website, powered by Aramex. It includes links for 'About', 'Features', and 'Help', a search bar with 'Track Your Shipment' text, and 'Login' and 'Sign Up' buttons. The main banner features the text 'Shop anywhere and ship to Uganda' with a globe, an airplane, and the Ugandan flag. Below this, a central heading reads 'This is how SnS works'. A three-step process is illustrated: 1. 'Register and get 15 physical addresses around the world' (with a globe and box icon), 2. 'Use these addresses on your favorite websites as delivery addresses' (with a laptop and shopping cart icon), and 3. 'Have your shopping delivered with SNS to your doorstep' (with a person holding a box icon). A promotional message states: 'Use promo code **SNS100UGA** at checkout and get free lifetime membership instead of paying USD 45.' A 'Sign up to Shop and Ship' button with a right-pointing arrow is positioned to the right of the message. A link 'Scroll below for details' with a downward arrow is also present.

Shop anywhere and ship to Uganda

This is how SnS works

Register and get 15 physical addresses around the world

Use these addresses on your favorite websites as delivery addresses

Have your shopping delivered with SNS to your doorstep

Use promo code **SNS100UGA** at checkout and get free lifetime membership instead of paying USD 45.

Sign up to Shop and Ship

Scroll below for details

Result

The results were beyond expectations. Thanks to Insider's Geo-targeting personalization solution, Aramex was able to deliver country specific messages to each customer and saw 41.18% uplift in conversion rate.