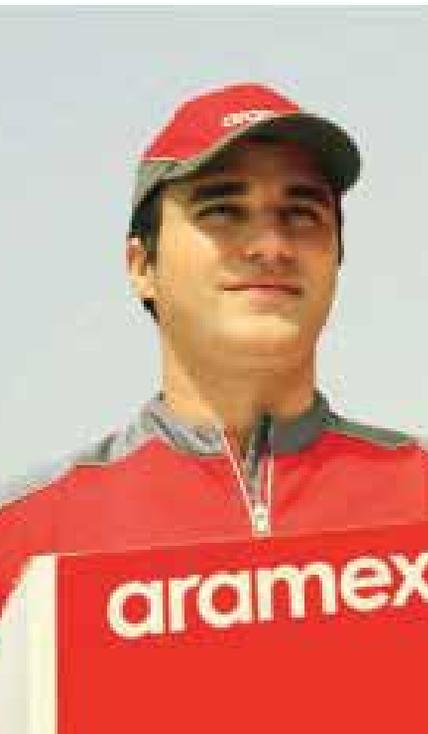# 41.18% conversion rate uplift with Geo-targeted messaging

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.

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.