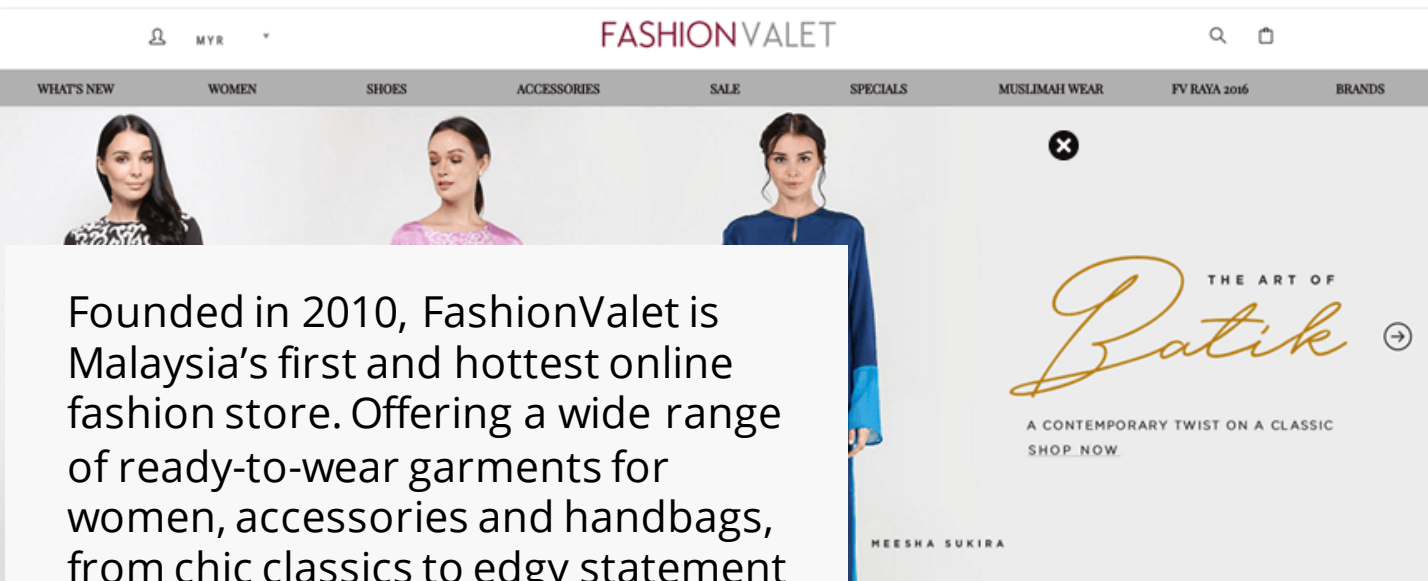


How Malaysia's leading online fashion store extended its visitors journey with exit intent overlays and achieved higher conversion rates



Founded in 2010, FashionValet is Malaysia's first and hottest online fashion store. Offering a wide range of ready-to-wear garments for women, accessories and handbags, from chic classics to edgy statement pieces, FashionValet carries the best of Malaysia's home-grown brands and designers.

"Since we partnered with Insider we have been able to give a personalized touch to every customer journey on our site. The best part of using Insider is that everything you do with Insider is measurable. We are able to test constantly and improve our online existence everyday."

Nadia Norzuhdy, Marketing Executive

Challenge

Visitors want to leave your site for a reason. Sometimes it is the poorly designed navigation, sometimes visitors are overwhelmed and distracted by too many ads, sometimes it is the beyond expectation prices and sometimes it is just the registration requirements. This is what all websites suffer from. But gone are the days when visitors leave your site freely since exit intent is not something uncontrollable now. You hold the chance to grab an exit intent and turn it into a conversion when approached timely and necessarily.

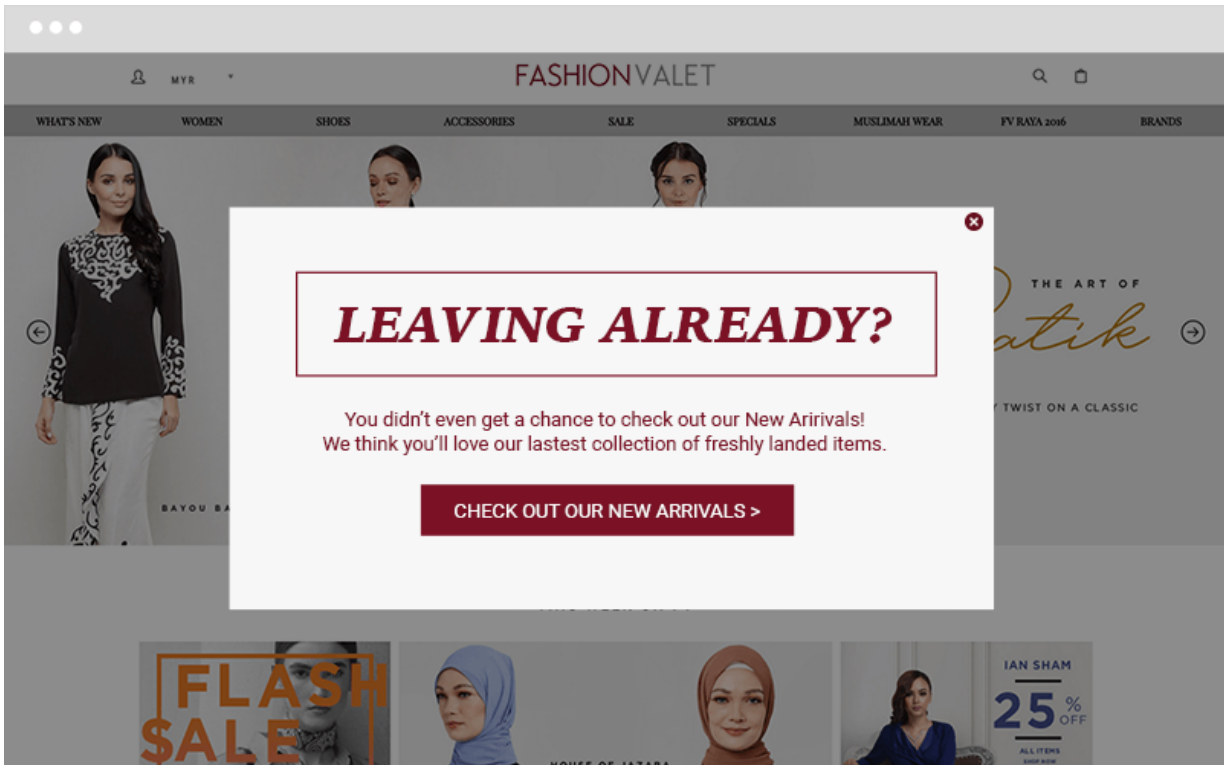
Solution

Exit overlays are great to address to visitors right before they exit your site. Catching your visitors' attention just when they are leaving your site, you give your site and your visitors another chance. However there is a fine line between appealing and frustrating overlays. The exit intent overlays should always be relevant to your visitors' activity on the site, otherwise they can ruin the user experience.

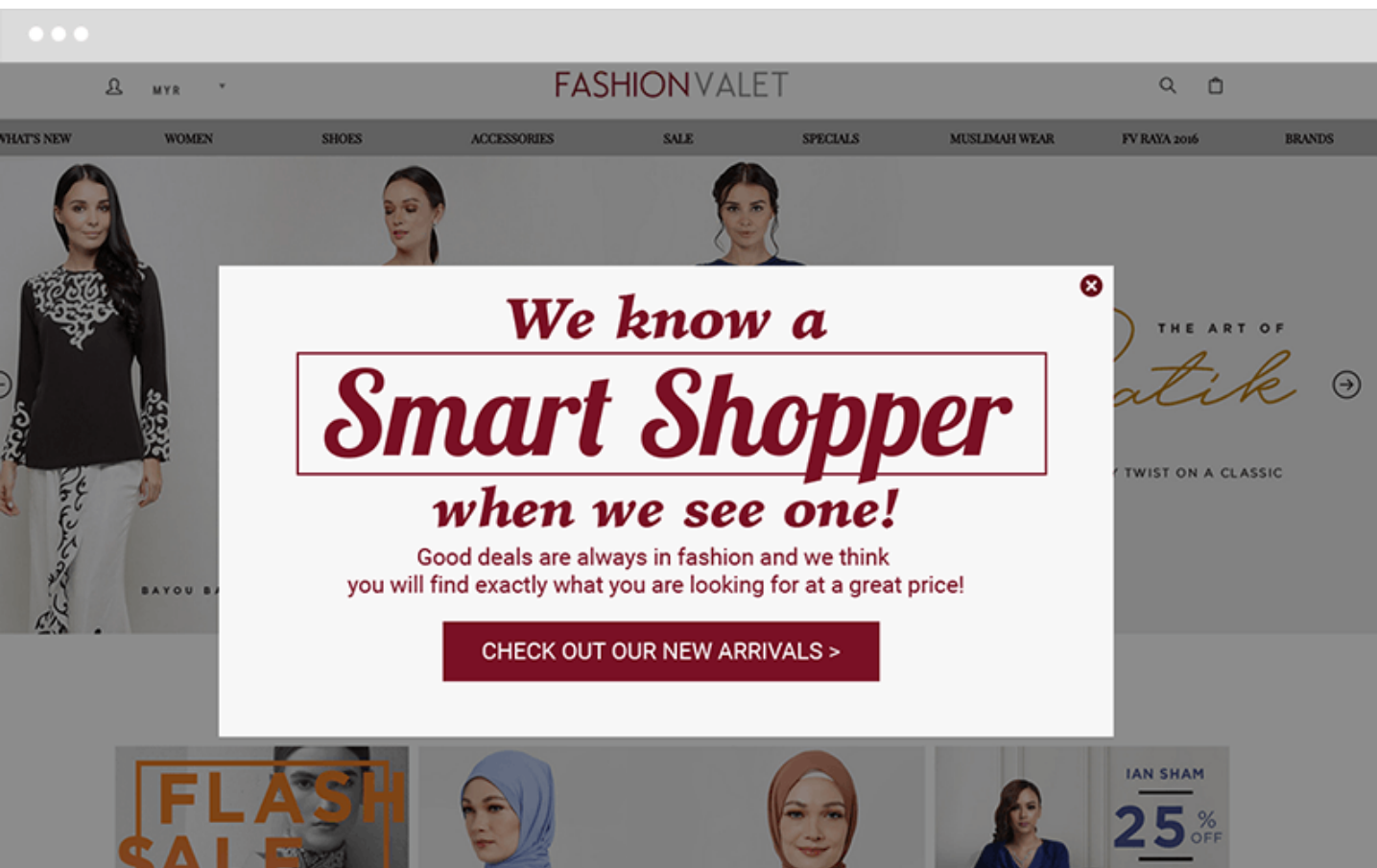
Insider's exit intent technology, combined with behavioral targeting capability helps brands define various visitor behaviors and captures the moment when a visitor exhibits an intent to exit your site. Being able to target the right visitor segment at the right time, brands are empowered to personalize the customer journey for each visitor, therefore achieving higher conversion rates.

Implemented Personalization

Based on what **FashionValet** visitors are up to on the website, different exit intent overlays were displayed for different segments.



Visitors who haven't visited new arrivals are directed to new arrivals page when they intent to leave the site. Similarly, if a visitor, who is about to leave, hasn't visited sales category, he/she is shown an exit intent overlay and is directed to shop sales.



There is no better way to gather email than creating a shortcut for a visitor who is abandoning the registration form. In order to eliminate the burden of filling lengthy forms, visitors who are about to exit registration page, are displayed an email collection overlay, highlighting the value they will be provided once they sign up.

Result

The exit intent technology of Insider helped **FashionValet** convert more visitors into buyers and collect more visitors' email. The new arrivals direction overlay increased conversion rate by 23,80% whereas conversion rate uplift achieved with sales direction overlay is measured as 21,32%. With the help of registration exit overlay, the number of visitors who become subscribers has increased by 31,68%.

