

How Insider Helped Hypermart Achieve a 13.03% Email Open Rate





We are delighted collaborating with Insider's team, and we look forward to exploring more of Insider's capabilities, enhancing our ability to deliver a more personalized email experience to our customers

— Nadia Kartadinata, Marketing Communication Manager at PT. Matahari Putra Prima Tbk

About Hypermart

Hypermart is a hybrid department store and supermarket chain established in 1986. The chain sells food, household supplies, and electronics at affordable prices. Today, Hypermart has expanded to 200+ stores across Indonesia and keeps growing.



Founded in 1986



Headquartered in Jakarta, Indonesia



+12,585 employees



Listed on the Indonesia Stock Exchange



Executive Summary

Hypermart adopted email marketing to build deeper relationships with their customers and prospects. However, they found a significant percentage of their contacts received Hypermart emails in their spam folders. Equipped with this information, both the Insider and the Hypermart teams came up with email marketing training, contact database cleansing, and other solutions to improve Hypermart's email marketing success. Using Insider tools and strategies, the Indonesian supermarket and retail juggernaut saw an uplift in their email open and click-through rates.



Hypermart's Journey with Insider

Email is a powerful marketing channel companies can use to build relationships with their customers. Recognizing this, Hypermart wanted to find a partner that could deliver personalized emails to millions of their customers at scale.

With a handful of tech vendors proposing their email solutions to the Hypermart team, the features within Insider's email products such as segmentation, A/B testing and stripo editor stood out alongside the team's professionalism and knowledge.

After the initial meeting with Insider, the Hypermart team had further concerns about integration time and complexity. Seeing Insider's continuous support throughout onboarding, they experienced a quick and hassle-free integration.



Achieved a 13.03% in Email Open Rate with User Segmentation

The Insider team found that a significant percentage of Hypermart's contact databases never saw emails from the company because they landed in their spam folders. Email rates for Hypermart were low because the people who were meant to see them weren't.

The Insider team recommended continuous contact cleansing to ensure an accurate and reachable database. Insider also suggested user engagement segmentation to target the contacts interested in the Hypermart brand and offerings.

Additionally, Insider provided two mini-workshops on email best practices and spam words to train the Hypermart team on sending more qualified and personalized emails.

The Hypermart team witnessed a 0.36% uplift in click-through rates, reduced their bounce rate to 0.01%, and increased their email open rate to 13.03% from 8.35% in three months.

Hypermart's improved newsletter design after Insider's email best practices and spam words workshops.



13.03%
**Email
 Open
 Rates**

Up Next for Hypermart & Insider: Mobile App Solutions & Architect

Hypermart and Insider have been partners for two years—in that time, and Hypermart has witnessed remarkable results. Given the partnership's success, the hybrid supermarket and retail chain will use Insider's mobile app solution to support their newly developed loyalty program app and has plans to integrate cross-channel experiences into their marketing mix with Architect, Insider's customer journey orchestration tool.

User engagement features boosted email open rates from 8.35% to 13.03%.



About Insider

Insider Growth Management Platform (GMP) helps digital marketers drive growth across the funnel, from Acquisition to Activation, Retention, and Revenue. Leveraging real-time predictive segmentation powered by artificial intelligence, the Growth Management Platform empowers marketers to deliver personalized journeys across the web, mobile web, mobile apps, and ad channels. Built on a unified data layer, GMP is easy to implement and simple to use, avoiding the need for complex integrations and dependency on IT teams. Insider simplifies the life of digital marketers and helps them drive growth for their brands, with zero marketing waste.

Insider is a technology company with offices in London, Paris, Singapore, Tokyo, Hong Kong, Seoul, Sydney, Helsinki, Barcelona, Dubai, Moscow, Warsaw, Taipei, Jakarta, Manila, Wellington, Istanbul, Kiev, Ho Chi Minh City, Bangkok, Brussels, Amsterdam, Luxemburg, Ankara, and Kuala Lumpur. Insider has been recognized as a Leader in the G2 Grid® for Mobile Marketing for 16 consecutive quarters. Insider Growth Management Platform is firmly positioned in Gartner's Magic Quadrant for Multichannel Marketing Hubs 2020.

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