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# How iBood Increased Its AOV by 12% and Reduced Cart Abandonment by 10% with Insider's Push Notification And Product Recommendations





**Insider's team has been extremely helpful, detail-oriented and has helped us by monitoring data to enable us the level of success and growth across all our channels. In a short span we have been able to increase our AOV by 12% and reduce cart abandonment by 10%.**

**I look forward to a long and fruitful partnership with Insider and greater measurement of success. It's possible!**

— Lukas Jorissen  
*Chief Marketing Officer iBOOD.com*

# About iBood

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iBood abbreviation to 'Internet's Best Online Offer Daily' and is Europe's leading daily-deal provider with new offers every midnight.

iBOOD offers the largest variety of products at the best prices on Consumer Electronics, Do-It-Yourself, Sports & Fashion, Home & Living, among others.



**Founded in:** 2005



**Daily Visitors:** +200,000



**Operates in:** 5 countries across EU



**Leader in:** Consumer Electronics, Do-It-Yourself, Sports & Fashion, Home & Living

## Fun Facts:

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- 11X consecutive winner of the Website of the Year award in the eCommerce category since 2009.
- iBood started selling DIY kits way before any ecommerce vendor in the space.

# **Scaling Omnichannel Marketing And Optimizing User Experiences**

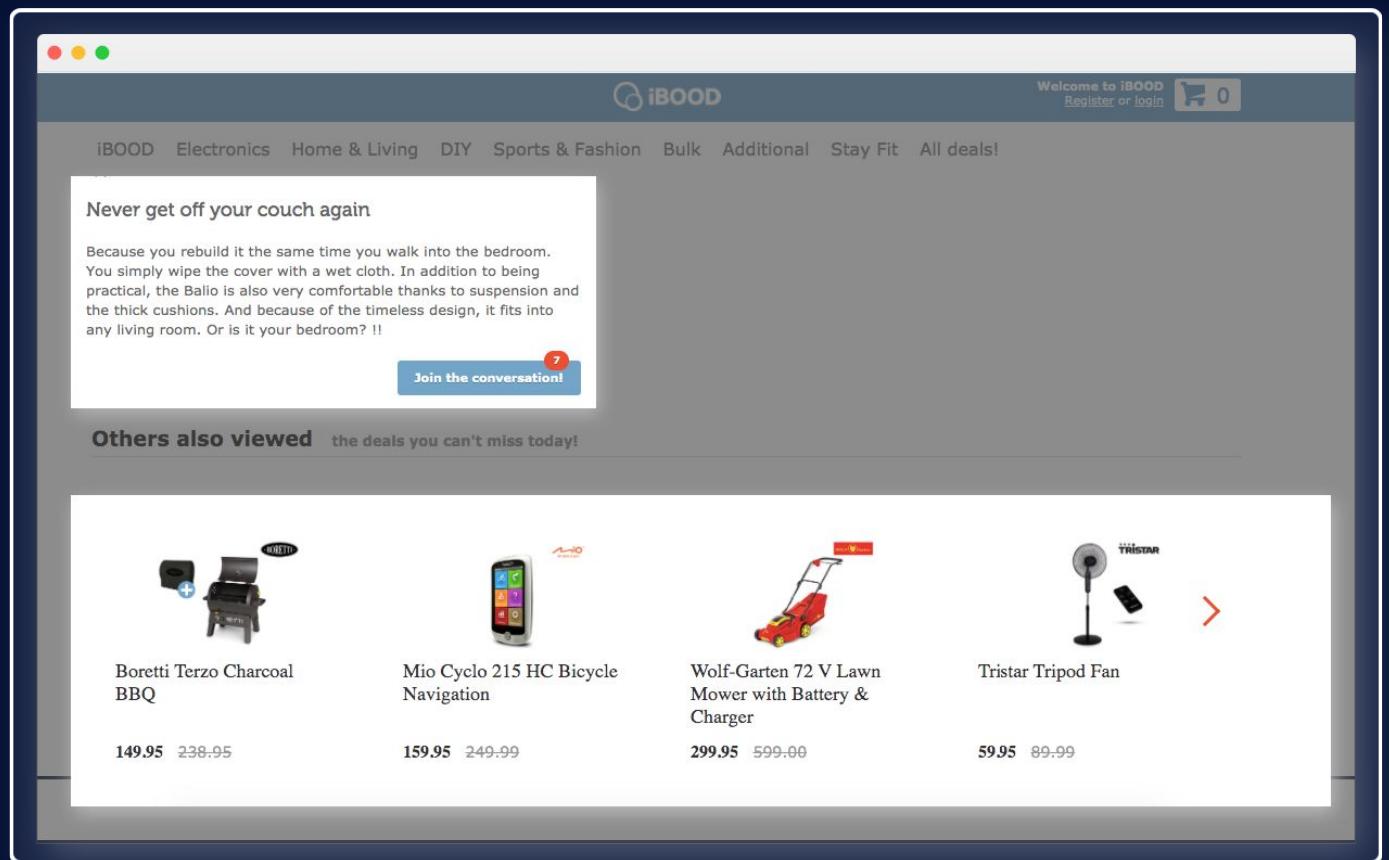
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Prior to embracing Insider's Growth Management Platform, iBood used various single-purpose solutions to run unified campaigns. While at the outset this wasn't an issue, it caused duplication of tasks, unnecessary workload, and a delay in reporting and analyzing data. This also meant using stand-alone technologies for product discovery, messaging, cross-channel engagement and a lot more work to synchronize omnichannel experiences for customers.

iBood was looking for a one-point solution that could streamline their processes by personalizing onsite experience, A/B test campaigns, apply smarter push notifications, recommend customized products and more.



**9%**  
**uplift in**  
**conversion**  
**rate**



The screenshot shows a web browser displaying the iBOOD website. The header includes the iBOOD logo, a welcome message, and a shopping cart icon showing 0 items. The main navigation menu lists categories like Electronics, Home & Living, DIY, Sports & Fashion, Bulk, Additional, Stay Fit, and All deals!. Below the menu, a promotional text reads "Never get off your couch again" followed by a descriptive paragraph about a Balio sofa. A blue button labeled "Join the conversation!" with a small notification badge is visible. The "Others also viewed" section features four product cards: "Boretti Terzo Charcoal BBQ", "Mio Cyclo 215 HC Bicycle Navigation", "Wolf-Garten 72 V Lawn Mower with Battery & Charger", and "Tristar Tripod Fan". Each card includes an image, the product name, the original price, and the discounted price.

Product	Original Price	Discounted Price
Boretti Terzo Charcoal BBQ	238.95	149.95
Mio Cyclo 215 HC Bicycle Navigation	249.99	159.95
Wolf-Garten 72 V Lawn Mower with Battery & Charger	599.00	299.95
Tristar Tripod Fan	89.99	59.95

**Insider's Smart Recommender** led to more effective push notifications across all iBood channels. We also gained a better understanding of campaign dynamics, improved content delivery and are able to offer every personalized customer experience to all our visitors.

## The Solution:

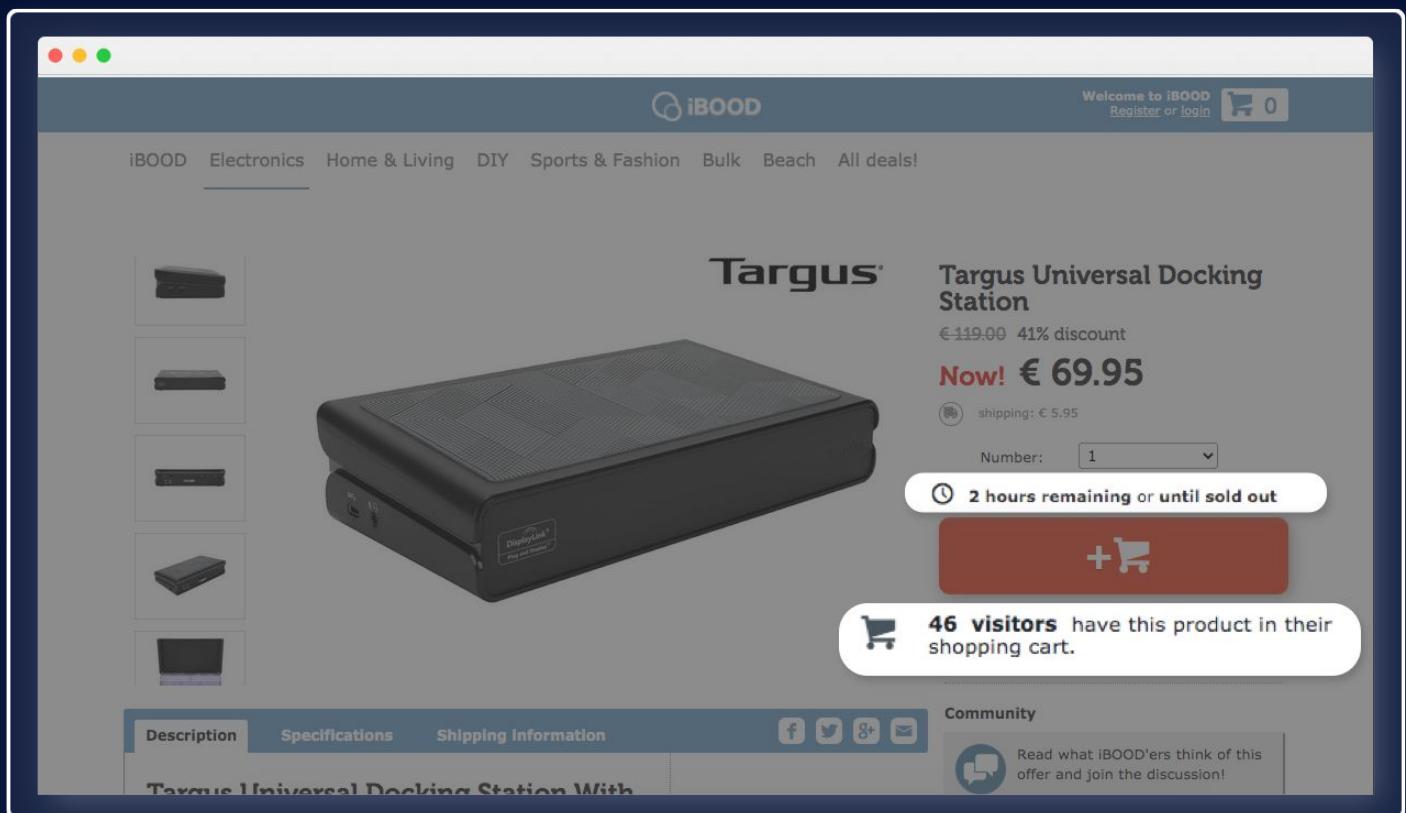
### Delivering Personalized Customer Journeys & Measurable Results With Insider

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As Europe's leading daily-deal providers, iBood needed a platform that was intuitive, easy to use, test campaign strategies on the go and tweak content/campaigns with fewer resources. Speed and accuracy of deliverability were key.

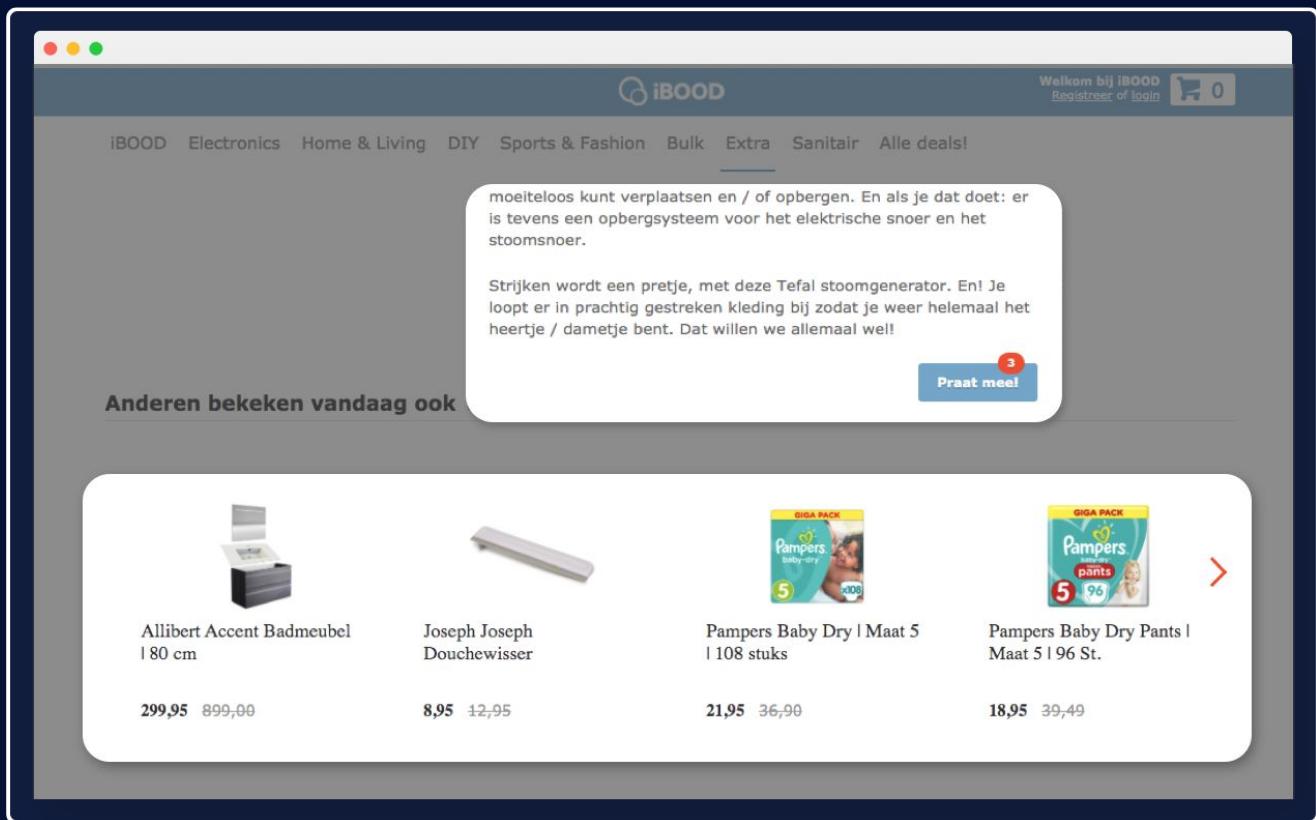
iBood adopted Insider's AI-powered push notifications and Smart Recommender to recognize patterns, activities, and behavior of users to serve them relevant and optimized content. iBood was impressed with the segmentation and rule capabilities of Insider and how quickly they could adapt to the dashboard and create campaigns with pre-existing templates.

**12%**  
**uplift in**  
**average**  
**order value**  
**(AOV)**



The screenshot shows a product page on the iBOOD website. At the top, there's a navigation bar with categories like Electronics, Home & Living, DIY, Sports & Fashion, Bulk, Beach, and All deals!. Below the navigation, there's a sidebar with five smaller images of different electronic devices. The main product image is a large, dark grey Targus Universal Docking Station. To the right of the image, the brand name "Targus" is displayed in a bold, sans-serif font. Below the brand name, the product title "Targus Universal Docking Station" is shown, followed by the original price "€119.00" and a "41% discount". The discounted price is prominently displayed as "Now! € 69.95". There's also a note about shipping: "shipping: € 5.95". A quantity selector shows "Number: 1". A timer indicates "2 hours remaining or until sold out". Below the price, a button with a shopping cart icon says "+ Add to basket". A callout box states "46 visitors have this product in their shopping cart". At the bottom of the page, there are links for "Description", "Specifications", and "Shipping Information", along with social sharing icons for Facebook, Twitter, Google+, and Email. On the right side, there's a "Community" section with a speech bubble icon and the text "Read what iBOOD'ers think of this offer and join the discussion!".

**Insider's Social Proof** created a natural urgency among the visitors by showing how many customers had previously bought the same item. This had a huge impact on conversion rate as these products were frequently added to the basket.

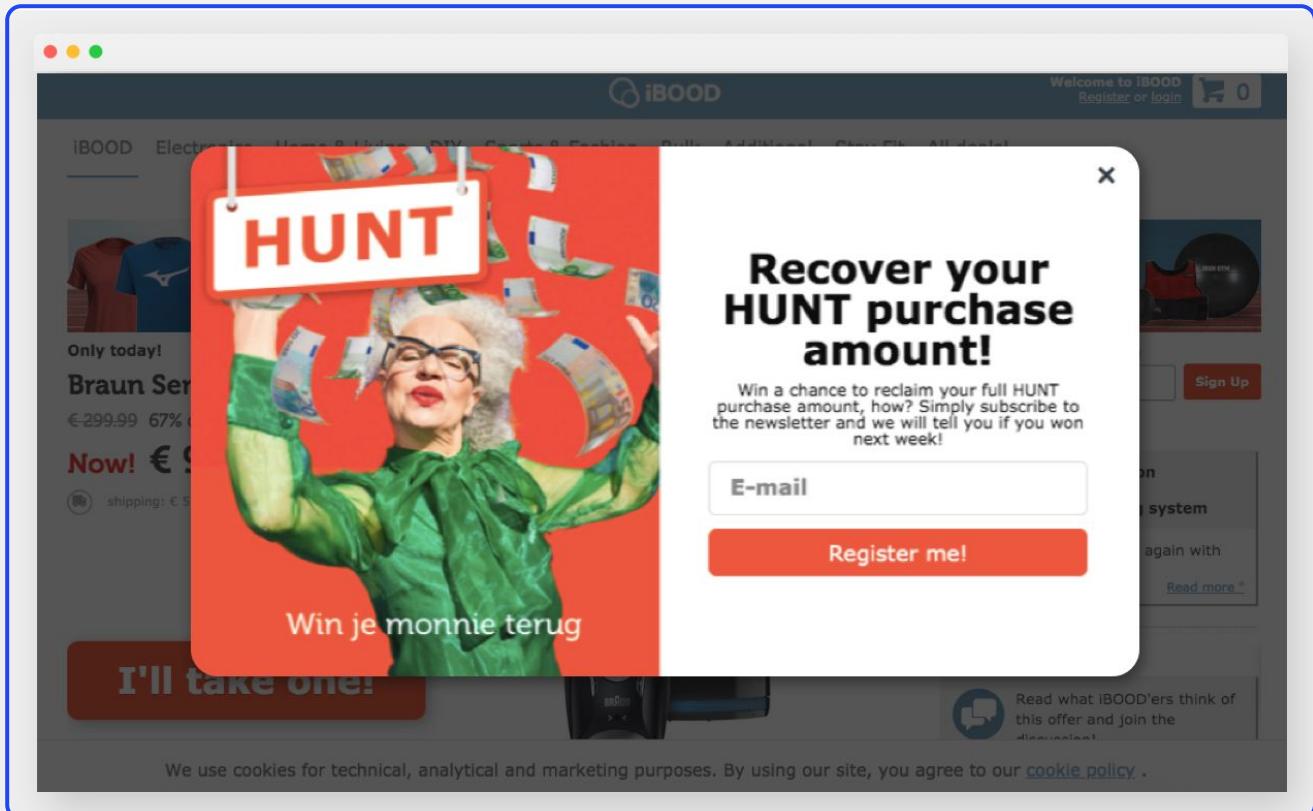


## 10% Higher Conversions with Cart Recovery Web Push Notifications

For instance, users who showed interest in 55" LG TV were also shown relevant products in the same category, reviews from other buyers and, offered targeted discounts and interactive media like Gifs to complement images and product descriptions that ensured better engagement and conversion.

## Smart Recommender Product Page

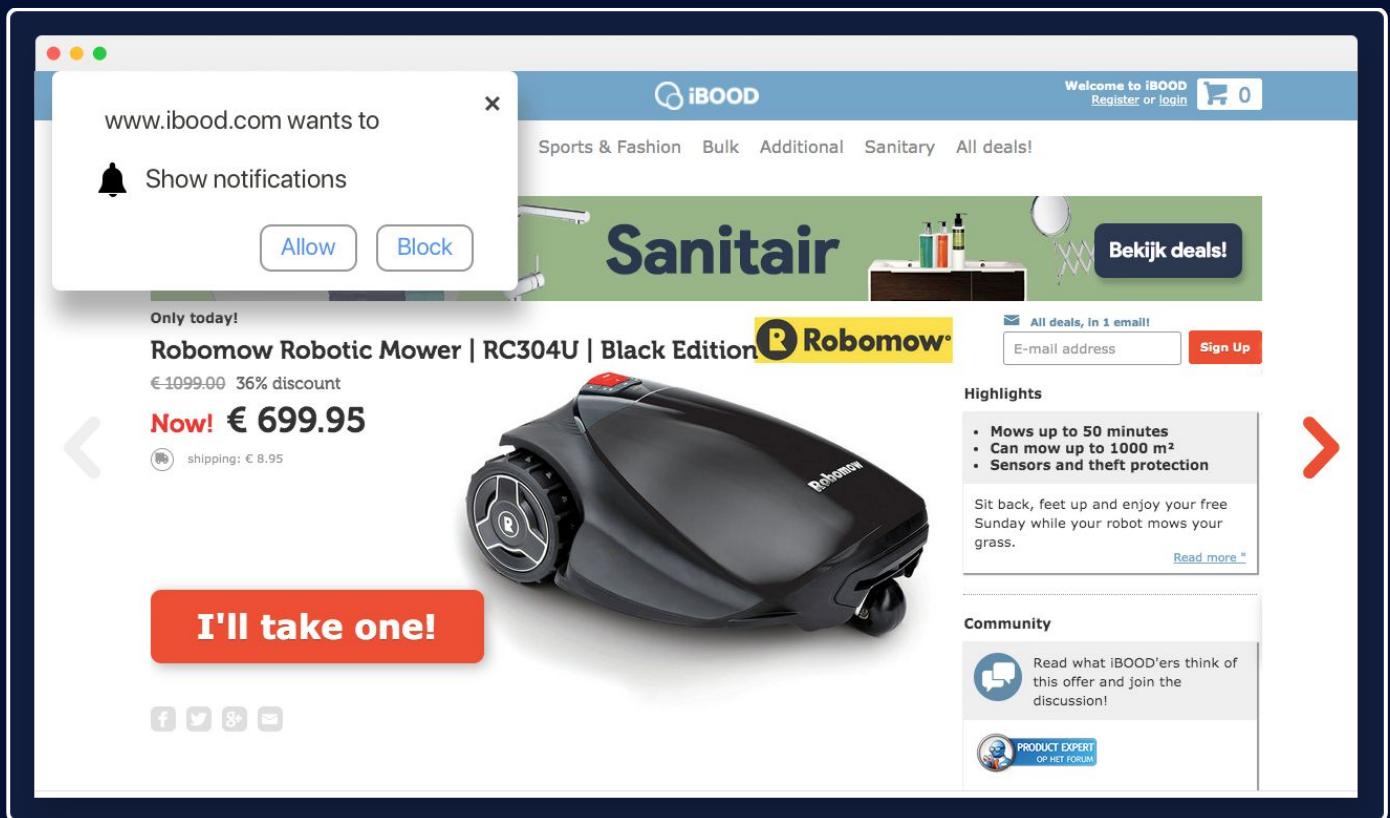
This led to more effective push notifications across channels, a better understanding of campaign dynamics, improved content delivery and offering every visitor a personalized customer experience.



**Insider's email automation** has also helped us stay more engaged and brings record breaking traffic to our sites during our quarterly HUNT events. The collection banner has also helped us increase our subscriber base.

This level of personalization and targeting increased product discovery, relevance and contributed to a massive **uplift in conversion rate by 9% and average order value (AOV) by 12%**.

iBood's **cart abandonment reduced by 10%** as a result of winning over increased subscribers and reaching out to them through the right channels at the right time. Today, iBood enjoys a massive click-through-rate (CTR) uplift of **12%** from its subscribers.



## Looking Ahead

To take their personalization strategy to the next level, iBood will continue to invest in the online experiences and make it a priority. Tailored experiences and recommending the right products to their visitor groups and individual shoppers are key to staying relevant and top-of-mind.

iBood will also explore how to use different tactics like mobile app messaging, segmented web push notifications and online advertising to constantly enhance customer engagements with their brand.

# About Insider

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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, 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 13 consecutive quarters. Insider Growth Management Platform is firmly positioned in Gartner's Magic Quadrant for Multichannel Marketing Hubs 2020.

A V O N

ESTĒE LAUDER

PHILIPS

SAMSUNG



hunkemöller



OTTO



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iBood was looking for a one-point solution that could streamline their processes by personalizing onsite experience, A/B test campaigns, apply smarter push notifications, recommend customized products and more.

iBOOD Electronics Home & Living DIY Sports & Fashion Bulk Additional Sanitary

Only today!  
2x DreamLed Vintage Garden Lighting Cord | 3000 K | DREAMLED 5 meters  
€79.90 63% discount  
Now! € 29.95  
shipping: € 5.95

I'll take one!

<https://www.ibood.com/nl/n/#>

ibood.com

ibOOD

Wolf-Garten 72 V Lawn Mower with Battery & Charger  
€599.00 Your savings € 299.05  
Now! € 299.95  
shipping: € 8.95

Number: 1

9 hours remaining or until sold out

I'll take one!

Part Product expert present Join the conversation

## Delivering Personalized Customer Journeys & Measurable Results With Insider

As Europe's leading daily-deal providers, iBood needed a platform that was intuitive, easy to use, test campaign strategies on the go and tweak content/campaigns with fewer resources. Speed and accuracy of deliverability were key.