

A top-down view of a dark-colored plate containing a slice of pizza with melted cheese and pepperoni toppings. The pizza is garnished with fresh green basil leaves and several small, round cherry tomatoes. A white paper napkin is partially visible under the pizza.

## Giving customers a friendly reminder that there are items waiting in their cart

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“Cart abandonment is a common headache for online businesses. We were really impressed by the insights and ideas that Insider came up with. Not only did they help us find a good solution for our problem, they also spent time getting to know our team and training them on how to quickly and easily create these notifications themselves. It’s been quite a journey, but we’re just at the beginning. There’s so much potential with Insider, and we’re really excited about what they future will hold!”

CEO / Founding Partner

## About Mealbox

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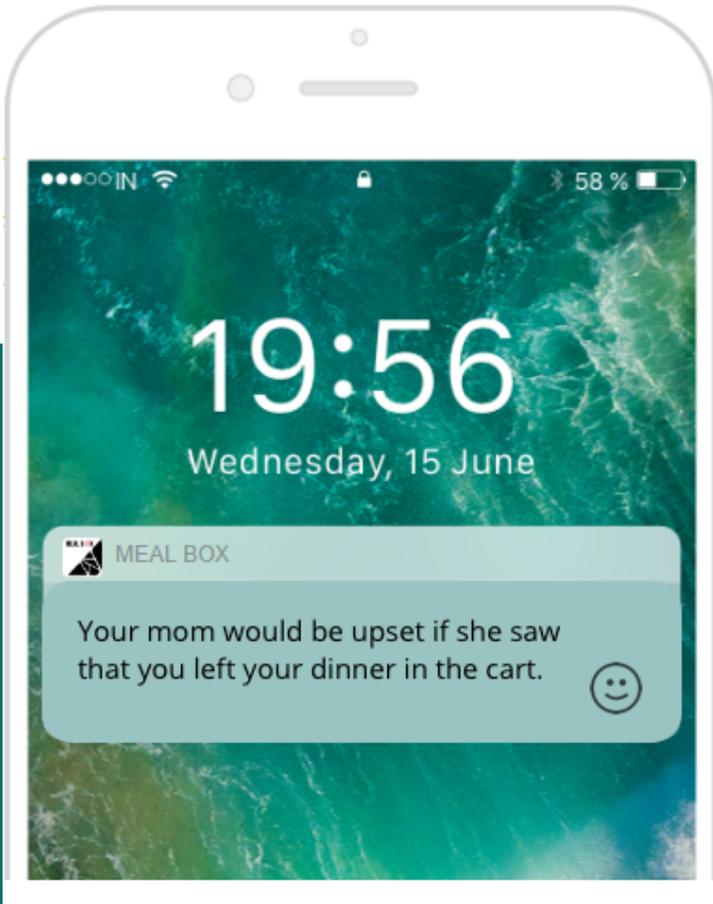
Meal Box offers customers healthy, home-cooked food delivered to their door. Founded in 2014, the company saw a gap in the market for the delivery of high-quality, beautifully presented meals that catered to local tastes. A world away from the standard pizza and other fast food options, Meal Box has proved hugely popular, quickly growing its operations.

## Addressing Cart Abandonment

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Any online retailer knows that getting customers to add items to their cart is only half the battle. Even once a visitor has reached this late stage in their journey, there is still plenty of opportunity for it to go wrong.

Cart abandonment – where a customer simply exits a site or app before completing their purchase – is a frustrating phenomenon that affects all online retailers. Meal Box was no different. The company was experiencing high cart abandonment rates through their popular app, and were looking for a way to address this.



## Push Notifications to Encourage Order Completion

Using Insider's push notification technology, Meal Box set up a push notification targeting customers that had abandoned their cart. This notification was delivered 15 minutes after a customer had closed the app without completing their order.

## Results

The push notifications had the desired effect, with 3.2% of cart abandoners returning to complete their orders.



Insider is a multi-channel digital experience platform for marketers. Accessible from a unified data engine, Insider enables marketers to leverage personalization, predictive segmentation and real-time technologies to boost loyalty and digital growth.