Insider
More visitors converted to customers

pizzaportal.pl

Delivery Hero

Case Study

Double digit increase in conversion rates with gender prediction

About PizzaPortal / Delivery Hero

A Delivery Hero company PizzaPortal.pl is the largest and fastest growing service in Poland that allows ordering food online. More than 2,500 restaurants are waiting for you in one place where you can find, among others, Italian cuisine, Japanese, Mexican, Chinese, Turkish and Vietnamese.

Challenge

Eating habits are shaped by various factors; time of the year/day, age, geographical location, ethnicity, urban versus rural upbringing, among which gender is one of the leading influential determinants. It is observed that it is the men who prefer burger and pizza, while women are more inclined to have a healthier dish, consuming fruits, yoghurt and salad more than their Martian counterparts. This distinction creates a challenge for online food ordering companies, which require to identify their users' gender in order serve them the food they are more likely to choose.

Apart from gender, specific times effect the way people eat. During important football matches, people, especially men, are more likely to order food online which will accompany them while criticizing the referee, sitting in front of television.

Segmentation

Users who are predicted to be male are targeted on the days when there's an important football match.
Users who are predicted to be female are targeted with personalized homepage.

Solution

Insider predictive platform automatically creates behavior based customer clusters, helping online marketers discover the age, gender, income, likelihood to buy, lifetime value and churn risk of their customers. Machine learning algorithms analyze complicated user data and builds comprehensive user profiles, enabling brands to optimize their marketing strategies with personalized online experiences in real-time.
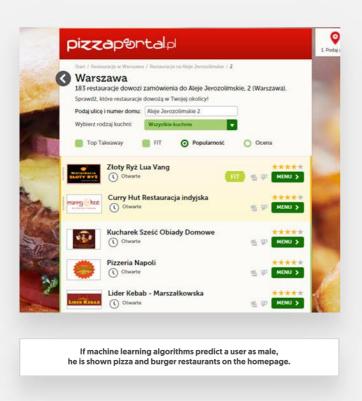
Implemented Personalization

Users whose gender was predicted as female were welcomed with healthy food restaurants when they visit pizzaportal.pl, whereas males were displayed burger and pizza restaurants during football matches.
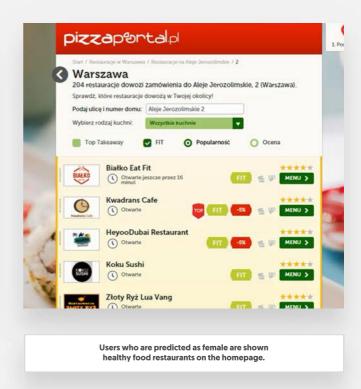
☆ Result

Identifying the customers' gender, Insider predictive platform helped PizzaPortal to deliver relevant experiences with personalized homepage. Pizzaportal saw a double digit uplift in conversion rates.

If machine learning algorithms predict a user as male,
he is shown pizza and burger restaurants on the homepage.

Users who are predicted as female are shown
healthy food restaurants on the homepage.

🗨 Testimonial

"Working with more than 2.500 restaurants comes with its own challenges. To reduce the complexity within the customer journey, picking the relevant restaurants and surfacing the right information about customers is a must. With Insider we are able to understand our customers better and respond in real-time to

Ewa Szczepaniak
Marketing Director at PizzaPortal.pl