29,81% conversion rate uplift with sign-up personalization

Trolley.ae is the fastest growing online grocery store in Dubai and expanding its delivery. With more than 10,000 store items, Trolley.ae is a great solution to save its customers' time, money and above all the hassle.

"Insider is an intuitive solution enabling brands to experiment with new ways to get visitors' attentions and build long-term relationships with them. Using Insider we are able to create, implement, test and analyze personalization campaigns quickly and get game-changing results."

Omar Awward
CEO, Trolley.ae

Challenge

The first visit of a user is a crucial milestone for any online business. If you miss the opportunity to engage and convert potential customers during their first encounter with your business, it may be their last visit as well. Therefore the new visitor experience should mainly focus on the benefits of the service and getting people to sign up. Trolley wanted to convert more first time visitors into customers.

Segment

First time visitors

Solution
Omnichannel personalization platform Insider tracks users' online behavior and creates dynamic segments to deliver unique experiences for individual users. With its behavioral targeting module, Insider helps brands identify their first-time visitors and personalize their experience, matching with their needs. In this case, Insider allowed Trolley to direct its new users to sign-up, collecting valuable customer data to be used for more sophisticated personalizations.

Implemented Personalization
Upon their arrival on the homepage, first time users were welcomed with a lightbox, directing them to sign-up. The visitors were informed about the delivery times and the benefit of signing up, which is being delivered daily offers directly in their inboxes.

Result
Behavior based segmentation and personalization solution of Insider proved to be successful, delivering excellent results. Trolley.ae was able to increase conversion rate by 29,81%.