Booktopia improves **Sales Conversions** with Onsite Category Optimization and Smart Recommendations

booktopia × Insider

Flexibility, personalisation, and performance

"We enjoy working with Insider because they value our feedback and are proactive in developing features above the standard offering, based on our needs. The A/B testing available for campaigns is a great feature that has enabled us to experiment and identify best performing variations to drive optimal results.

Insider's product discovery solutions combined with their segmentation capabilities has helped us achieve more than a 3.6% uplift in conversions. The platform has so much more to offer and we are looking forward to exploring that!."

Wayne Baskin
Deputy CEO, CTO - Booktopia

About BOOKTOPIA

Booktopia was founded in 2004, in Sydney Australia, and operates an entirely online model of book sales. By 2010 Booktopia's revenue was north of $10 million per year. In 2020, ASX listed the company with a market capitalization of $315 million.

Today, Booktopia ships over 2,000,000 packages a year to Australian addresses containing books, DVDs, CDs, maps, and other products — fast becoming the local bookstore for all Australians.

Founded in: 2004

Numbers of stores: Online

Operates in: Globally

Number of employees: 210
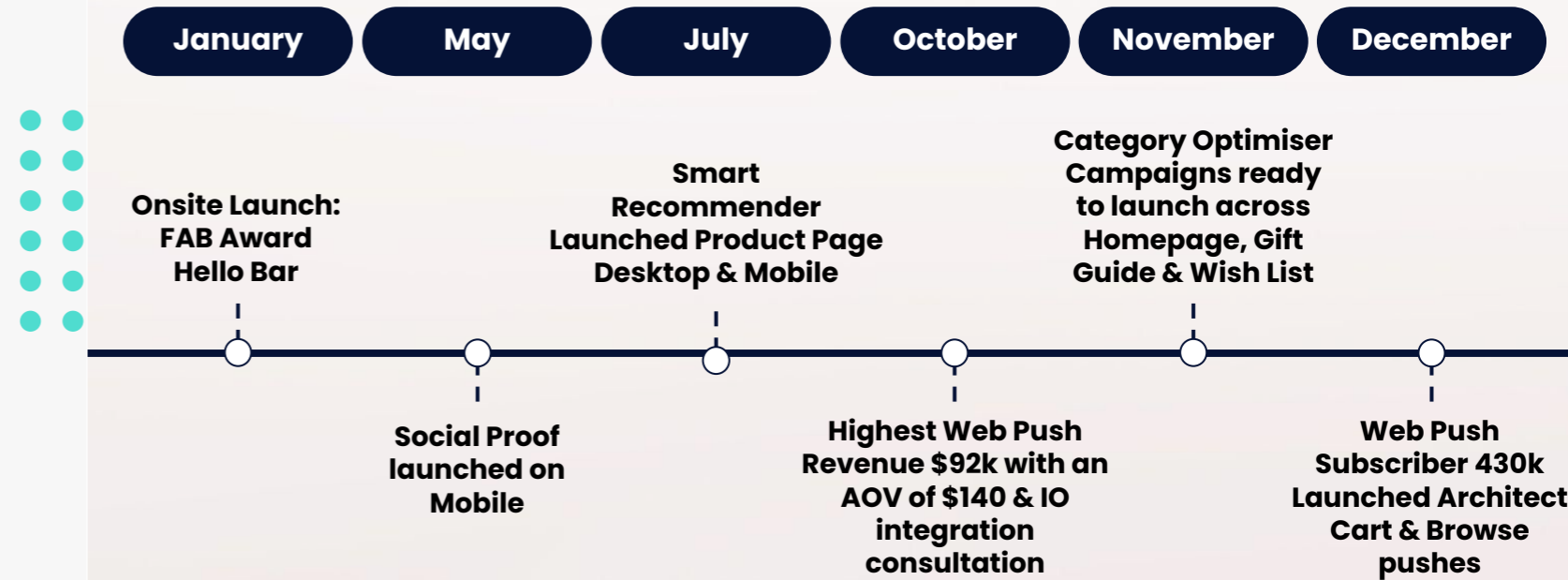
Executive Summary

Booktopia's earlier recommendations model depended on their team manually aggregating their recommendations list, news, and bestsellers. They were looking for technology that would remove time-consuming human interventions and help their UX team design better discovery experiences for their customers.

Insider's granular segmentation capability was a deciding factor. Booktopia tried and tested the robustness of this feature and was able to develop various product recommendations and was pleased with the results. Booktopia also wanted to test changes and variations to their onsite UX, and Insider's technology perfectly fit the bill. They were also impressed by the knowledge and expertise of the account management team.

Booktopia preferred Insider over the other vendors because of the solution's existing advanced product recommendations and tailor-made recommendation strategies for the desktop and mobile web. Along with advanced recommendations, Insider also provides micro-segmentation, which helped Booktopia get granular with targeting and engagement. Insider's A/B testing is another feature that made a deep impression on the Booktopita team — especially Insider's fast execution.

Insider's platform also enabled Booktopia to unify its mobile and desktop strategies to create holistic, individualized experiences across channels. The all-around account management support and operational efficiency meant that Booktopia could execute faster go-to-market plans and dynamic personalization strategies, which helped the brand build trust and a deeply loyal customer base.

2020 Milestones Achieved

January	May	July	October	November	December

January — Onsite Launch: FAB Award Hello Bar

May — Social Proof launched on Mobile

July — Smart Recommender Launched Product Page Desktop & Mobile

October — Highest Web Push Revenue $92k with an AOV of $140 & IO integration consultation

November — Category Optimiser Campaigns ready to launch across Homepage, Gift Guide & Wish List

December — Web Push Subscriber 430k Launched Architect Cart & Browse pushes

Improving user experience and creating a customized category list with Category Optimizer

2.01% uplift in CR

As an online bookstore, Booktopia has an extensive list of categories, making it a challenge to customize them for their multiple user segments. Booktopia wanted a way to personalize these categories for different users at speed and scale.
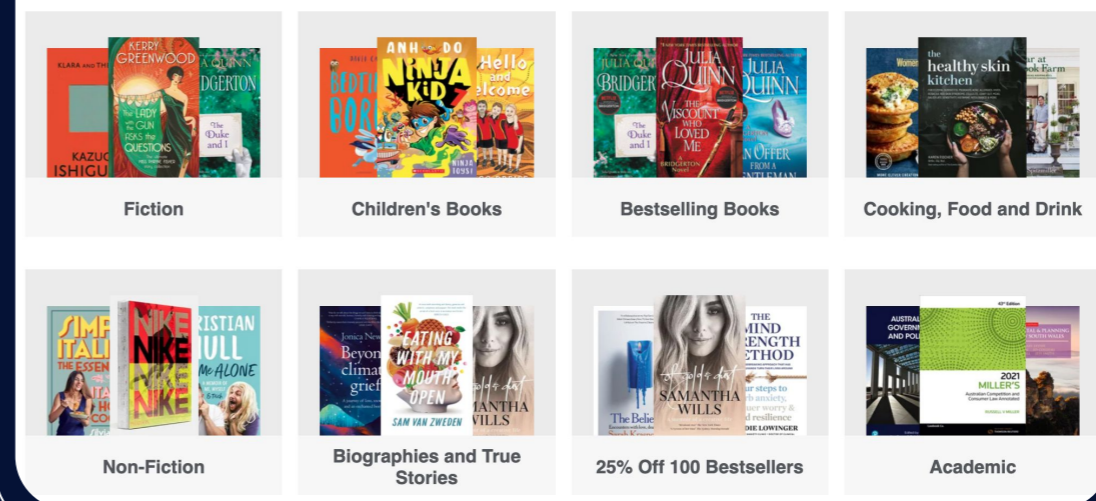
The team at Insider suggested personalizing the category titles based on the user's previous sessions. Booktopia customized their category list order, and with dynamic attributes, were able to help users reach the related products faster. Booktopia also implemented this solution across different pages and dynamically changed the customizations based on season and their current bestsellers.

Booktopia increased sales and saw a **conversion rate uplift of 2.01%** through a better onsite experience.
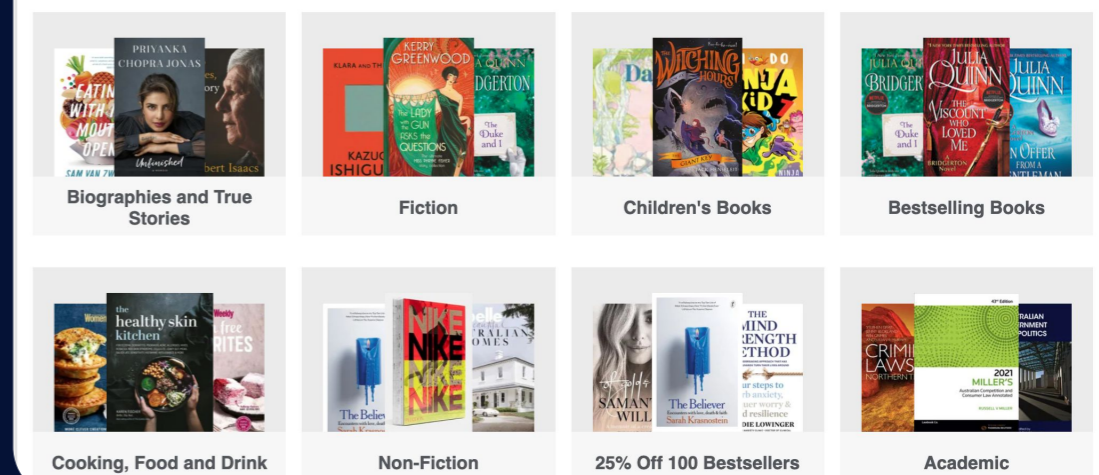
User A

Popular Categories in Books

Fiction	Children's Books	Bestselling Books	Cooking, Food and Drink
Non-Fiction	Biographies and True Stories	25% Off 100 Bestsellers	Academic

User B

Popular Categories in Books

Biographies and True Stories	Fiction	Children's Books	Bestselling Books
Cooking, Food and Drink	Non-Fiction	25% Off 100 Bestsellers	Academic

Optimizing the product discovery experience with improved product recommendations

Booktopia wanted to enhance the user experience further and cater to the broader interests of their audiences. They needed a solution that could suggest relevant products (books) to their customers.

Having understood Booktopia's vision, Insider's growth consultants suggested implementing dynamic AI-backed recommendations on the product page. The recommendations would display "*Viewed Together*" products on the product detail page on desktop and mobile web.

As a result, Booktopia achieved a sales **conversion rate uplift of 3.64% on desktop** and **a 2.52% uplift on mobile web.**

3.64% uplift in CR (desktop)
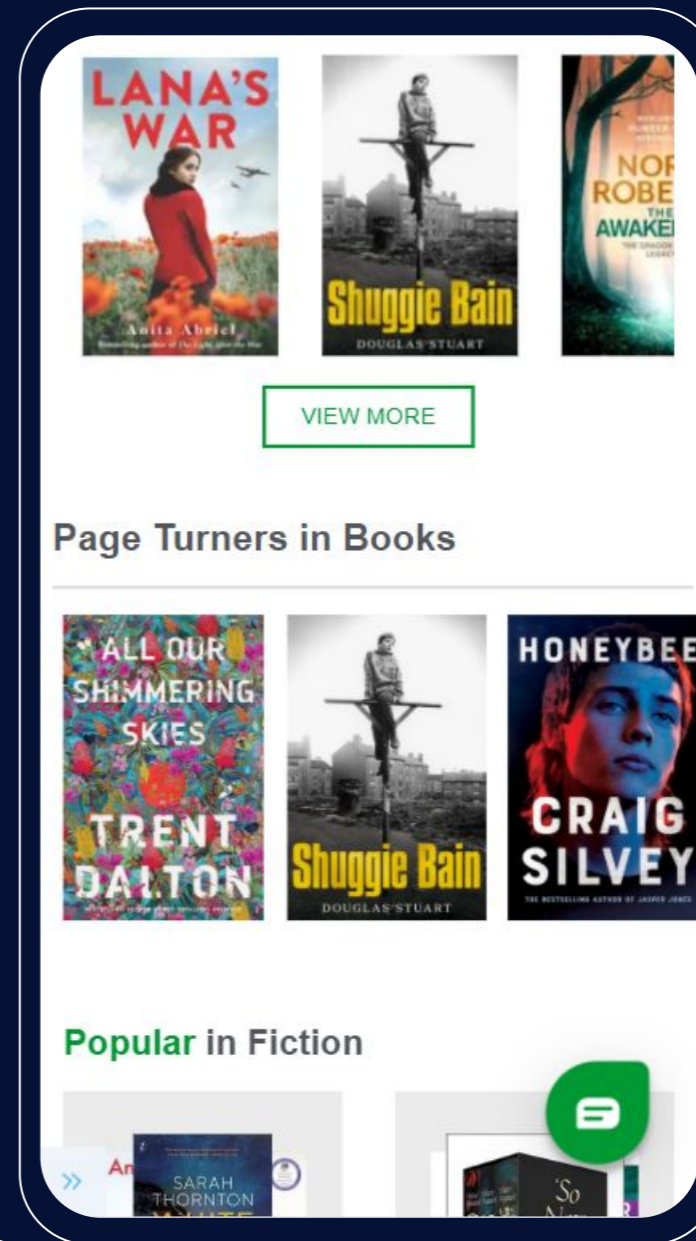
2.52% uplift in CR (mobile)

Looking Ahead

Booktopia will expand new products and service offerings and will look to Insider's robust segmentation and recommendations to boost conversions and deliver top-notch user experiences. Booktopia is also considering integrating WhatsApp Business API for shipping updates.

Another area of interest for Booktopia is optimizing cart recovery & browser abandonment. The company is looking to Insider's Architect to power personalized cart abandonment web push — combined with deeper segmentation and CRM persona alignment — to deliver relevant web push experiences proven to bring users back and reduce abandonment rates.

To keep up with their growing categories and genres, Booktopia is considering Insider's new Smart Recommender algorithms to enable smoother product discovery and contextualized product recommendations.

Product		Q1			Q2		
		Jan	Feb	Mar	Apr	May	Jun
Web Push	Strategy Alignment	-Academic segmentation -Optimisation of Cart & Browse Abandonment push via Architect		-Insider Object system rules mapped -Utilisation of new engaged vs unengaged subscribers feature -Winback segment optimised -Deeper segmentation			
Onsite		-Academic & Text Book returning user personalizations -Smart Recommendations Homepage -Insider Object system mapping to stabilize campaigns		-Out of the box features to deliver campaigns at a faster pace -Insider Object system mapping to stabilize campaigns -Wishlist & E Books campaigns to increase Cr -CRM persona alignment			
Smart Recommender		-Insider to increase Q/A to reduce fixes and stabilize campaign performance -Smart Recommendations Homepage (API security) -Implement new algorithms -Improve desktop performance					

About Insider

Insider's Multichannel 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 deep Artificial Intelligence and Machine Learning capabilities, Insider Growth Management Platform empowers marketers to deliver personalized journeys across the web, mobile web, mobile apps, messaging, email, 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 has been recently featured in the Gartner Magic Quadrant for Multichannel Marketing Hubs 2020 and became the #1 leader on G2Crowd's Mobile Marketing Software and Personalization Grids with a 4.7/5 rating based on 100% user reviews, 17 quarters in a row.

CrunchBase ranked Insider's Co-founder & CEO Hande Cilingir as one of the top women CEOs outside of the US. Cilingir was also granted three highly prestigious awards in 2020: Top 25 CEOs for Europe and Top Women CEOs in SaaS by TSR and The Lindas by Endeavor.

SAMSUNG IKEA AVON TOYOTA

ESTĒE LAUDER M&S EST. 1884 SINGAPORE AIRLINES Unilever

Santander Virgin Carrefour Domino's

info@useinsider.com

www.useinsider.com