

**Chow Sang Sang
Achieves 23.5% Uplift in
Conversion Rate Using
Onsite and Email Smart
Recommendations**

周生生 (how Sang Sang) × Insider





We were struggling with our recommendations strategy as the recommendation tool we were using before Insider was less flexible and primitive with basic recommendation ability. With Insider's smart recommender, we were able to leverage AI-powered contextualized recommendations to improve engagement on our product pages. Not only that, we also generated a 10.5% uplift in conversion rates from the smart recommendations campaigns."

Chi Fai Leung
Head of eCommerce
Chow Sang Sang

About Chow Sang Sang

Chow Sang Sang has 80+ years of legacy in crafting exquisite jewelry that captures the heart. Inspired by its philosophy of "Sustained Vitality, Ever Rejuvenated" and driven by a relentless pursuit of perfection, the brand has become an icon of design, craftsmanship, quality, and professional service.

Founded in: 1934

Numbers of stores: 50+ stores across Hong Kong, Macau & Taiwan | 155+ stores across 60 cities in mainland China

Operates in: Hong Kong, Macau, Taiwan, and China

Number of employees: 10,000+



Executive Summary

Having used Emarsys before, Chow Sang Sang was looking for a robust product recommendation tool for onsite recommendations (for the eCommerce team) and email recommendations (for the CRM team). Chow Sang Sang also understood Insider's potential for email and onsite personalization capabilities, as well as the web push feature, and they realized the value of the platform in the long run.

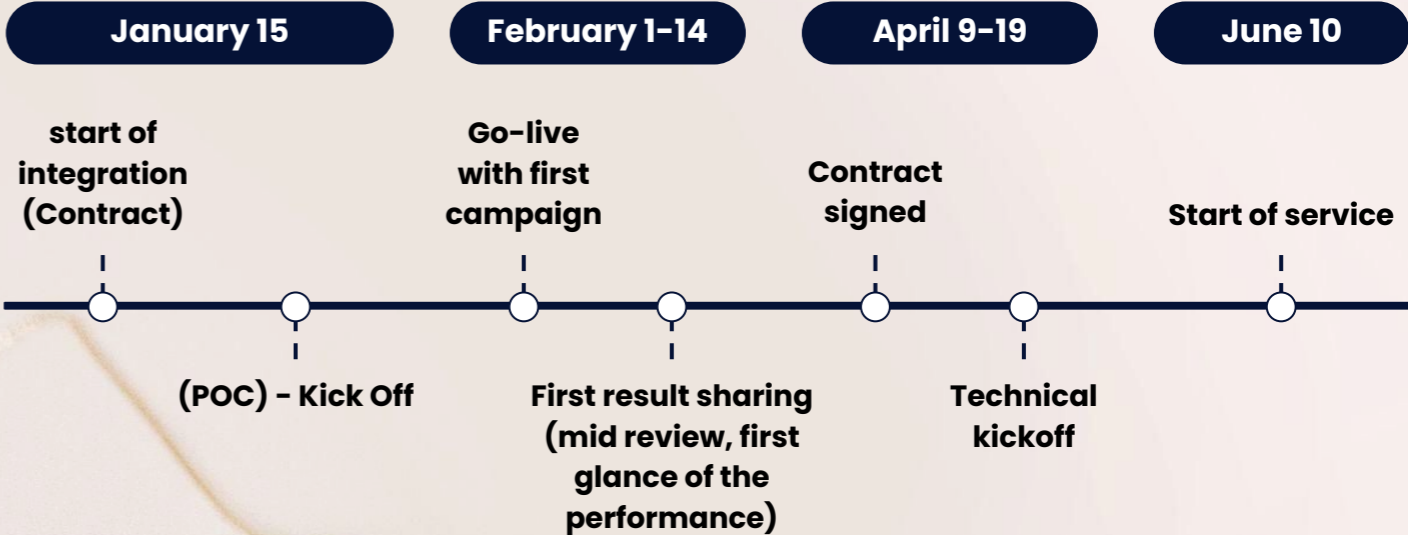
Among other services, Chow Sang Sang's tech stack included the following:

Chow Sang Sang's tech stack



Journey with Insider

Insider was with Chow Sang Sang every step of the way providing strategic inputs to arrive at a solution package that best suited Chow Sang Sang's needs. The journey can be summed up as:



Improving onsite recommendation experiences with advanced algorithms for improved engagement

Chow Sang Sang's existing recommendation algorithms were primitive and less flexible with real-time user behavior. They were looking for a tool that would help optimize onsite recommendations through dynamic algorithms for improved user experience and which would also help improve metric performance.

The team at Insider recommended the use of [Smart Recommender](#) along with A/B testing. CSS employed these smart recommendations across pages and A/B tested these for maximum engagement.

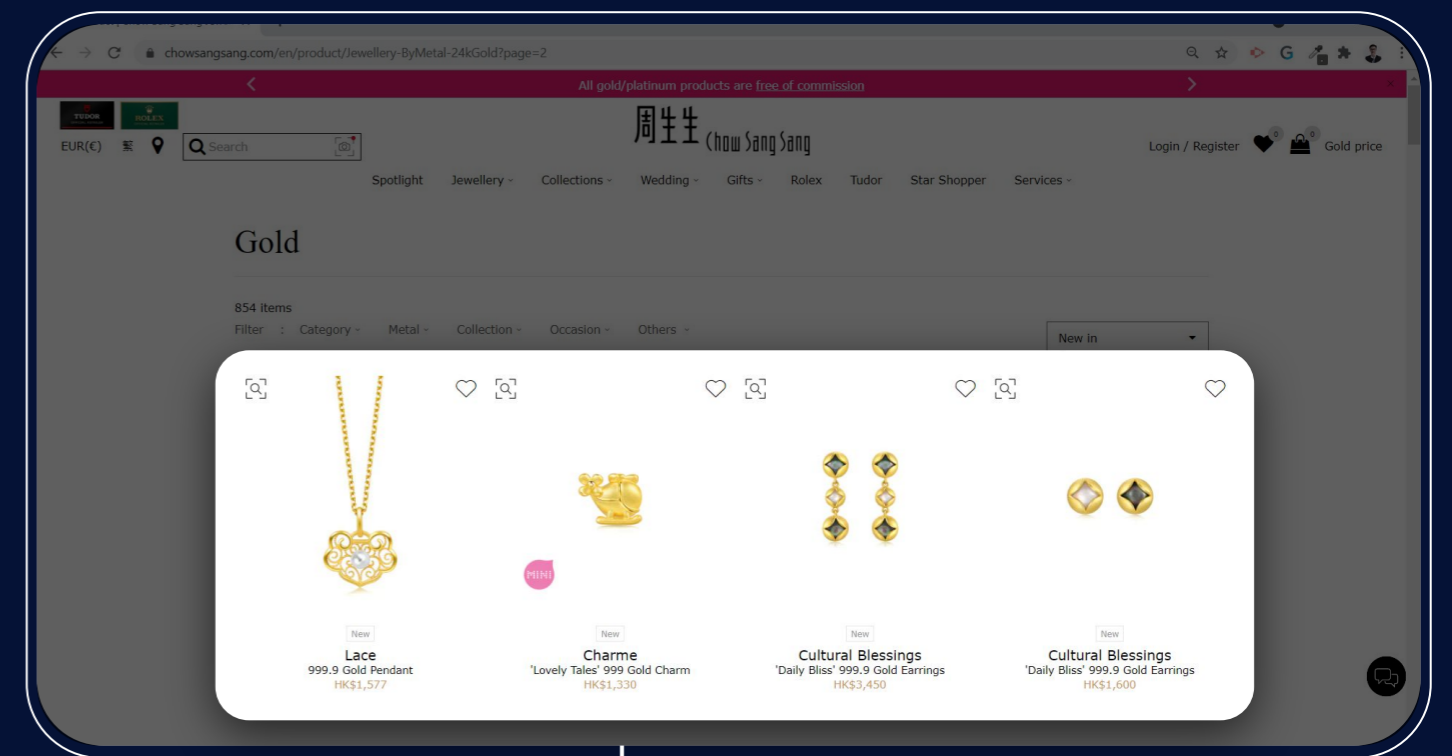
Homepage: User-based recommendations

Product Page: Mixed recommendations- most popular items + Viewed together products

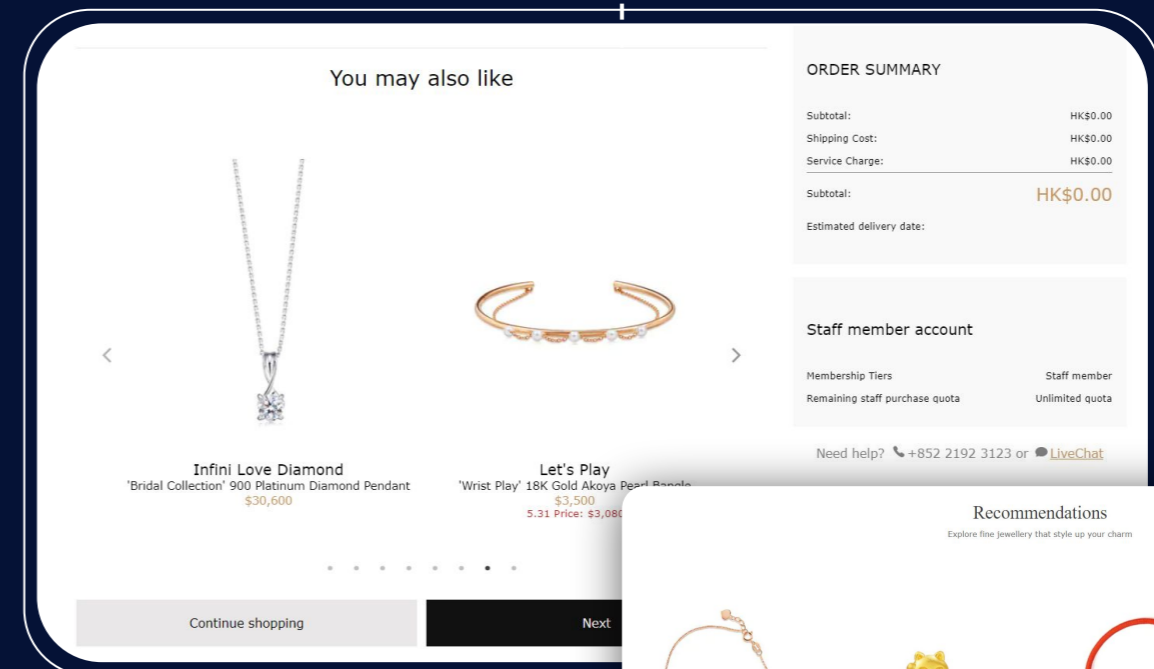
Cart Page: Highest discount + top selling products

Gold Category Page: Highest discount + user-based + gold filtering

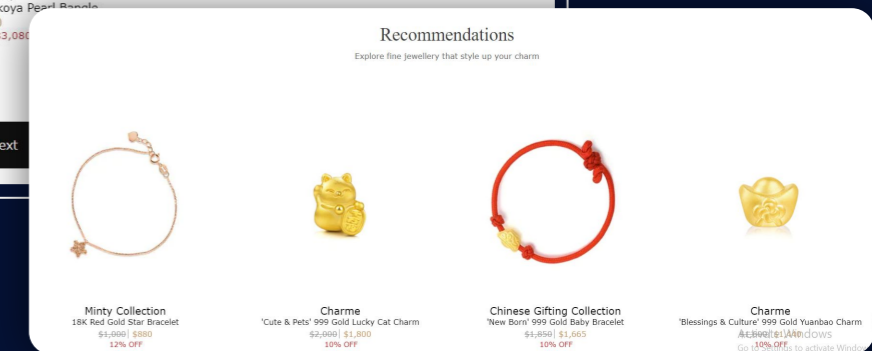
Chow Sang Sang observed a **10.5% uplift in conversion rate** from the smart recommendations campaigns.



Gold Category



Cart Page



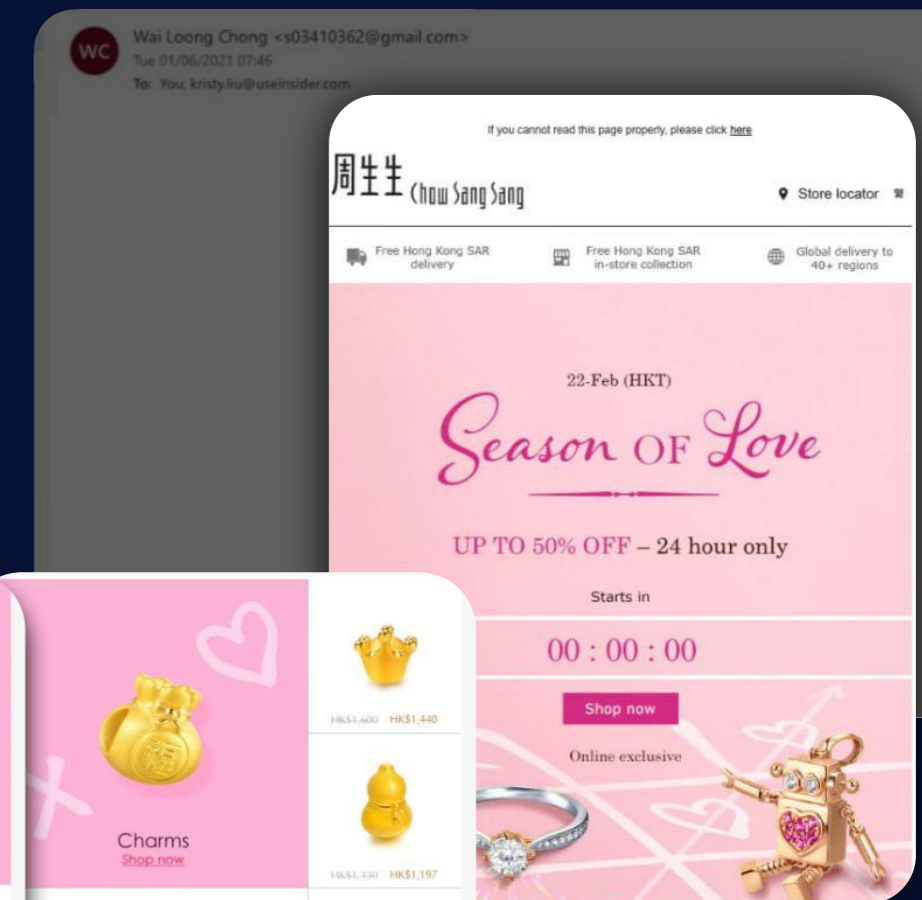
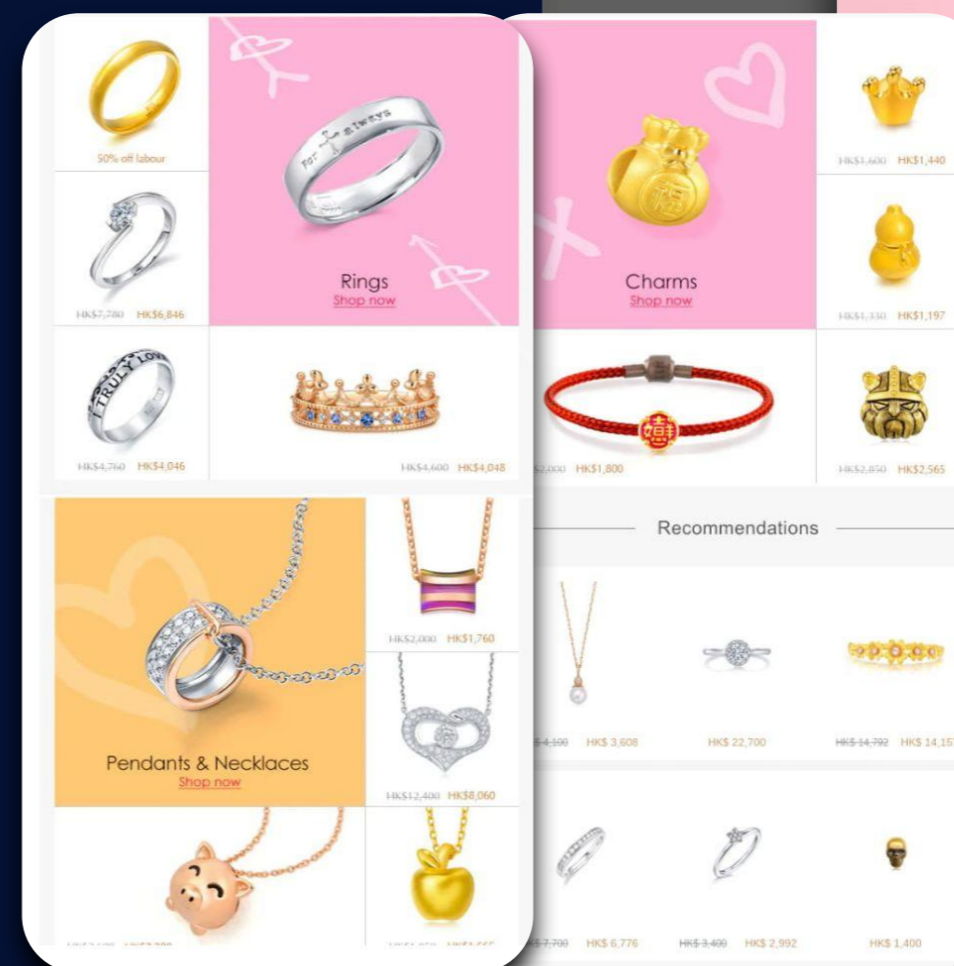
10.5%
uplift in
conversion
rate

Improving the email experience with automated and powerful smart recommendations

Chow Sang Sang realized that their existing recommendation solutions linking the website and email were primitive and required products to be manually added to the email. They wanted a platform that allowed for greater flexibility and personalized email recommendations.

The account managers at Insider suggested using crowd-sourced recommendations to create a flexible email recommendation solution. Using this strategy, Chow Sang Sang could source recommendations based on the interests displayed by their customers and select all these products to be promoted in the email with just one click.

Chow Sang Sang achieved a **conversion rate uplift** of more than **23.5%** and a **59% uplift in average session duration** from these email recommendation campaigns.



6.52%
in conversion
rate

Looking Ahead

Chow Sang Sang will continue optimizing their onsite experience using Insider's smart recommendations for improved conversion. In addition, the brand will also consider Insider's Conversion Suite to optimize key conversion metrics and experiences across channels.

Chow Sang Sang is focusing on an omnichannel strategy and will look to expand to SMS, email, WhatsApp, and mobile apps to deliver seamless cross-channel experiences using Insider's Architect. Together, Insider and Chow Sang Sang will start with the migration of Smart Recommender across newsletter and Architect, while also utilizing the 200+ CRM attributes in segmentation for accurate predictive strategies.

About Insider

Insider—one platform for individualized, cross-channel experiences—enables enterprise marketers to connect customer data across channels and systems, predict their future behavior with an AI intent engine and orchestrate individualized experiences to customers. Marketers use Insider's platform to deliver experiences across channels like Web, App, Web Push, Email, SMS, Messaging Apps (WhatsApp, Facebook Messenger, RCS), Ads and more.

Recently, Insider announced its \$32 Million Series C funding round, led by Riverwood Capital and joined by Sequoia, Wamda, and Endeavor Catalyst. Insider was featured in the Gartner Magic Quadrant for Multichannel Marketing Hubs 2020 and was named the #1 leader on G2's Mobile Marketing Software and Personalization Grids, with a 4.6/5 rating based 100% on user reviews, 17 quarters in a row. CrunchBase recently ranked Insider's co-founder and CEO Hande Cilingir as one of the top women CEOs outside the US.

Many of the most prestigious Fortune 500 companies and top brands in retail, automotive, and travel use Insider to deliver AI-backed personalized experiences that exceed customer expectations. Insider is trusted by over 800 global businesses, including Singapore Airlines, Virgin, Toyota, New Balance, IKEA, Samsung, Newsweek, MediaMarkt, Nissan, AVIS, Marks & Spencer, Allianz, BBVA, Dominos, Avon, and CNN.

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