

How HipVan Achieved
Conversion Rate Uplift of 46.7%
Using Individualized
Cross-Channel Journey
Orchestration



HipVan

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Insider



Easy to use, reliable and future-proof

Insider has been a trusted growth partner for almost 5 years and the long-term partnership has been fruitful. We greatly appreciate their support alongside our own growth. We've seen the growth of the Insider product over the course of 5 years, not only in breadth but in depth as well. We look forward to extracting even greater value from the platform moving forward.

Shobhit Datta

Chief Marketing Officer

HipVan



About HipVan

HipVan is Singapore's leading online furniture store with the value proposition of offering stylish designs and quality products at honest prices. With over 5,000 unique designs to choose from, visitors are treated with a wide range of styles from Bohemian to Modern to Minimalist.

HipVan believes that everyone deserves to live in an inspiring home, and are on a mission to make designer furniture affordable to all.

Founded in: 2013

Numbers of stores: Online model

Operates in: Singapore

Number of employees: 30+



Executive Summary

HipVan needed a platform that would help orchestrate personalized customer journeys across channels, and target various user segments with accuracy. They wanted a tech partner that was quick to integrate, easy to use and offers additional features without heavy IT dependencies.

Their tech stack among other services they were using include the following-

- Mail Chimp
- Firebase

They also found the panel easy to use, quick to integrate without the need for heavy tech support internally as well as the ability to orchestrate sophisticated customer journeys across channels with ease.

Insider's local partner success team that provided industry insights and tips to boost engagements from campaigns was among the leading factors that influenced HipVan to choose Insider as their growth partner. The flexible and easy to use panel made Insider a clear choice over other vendors.

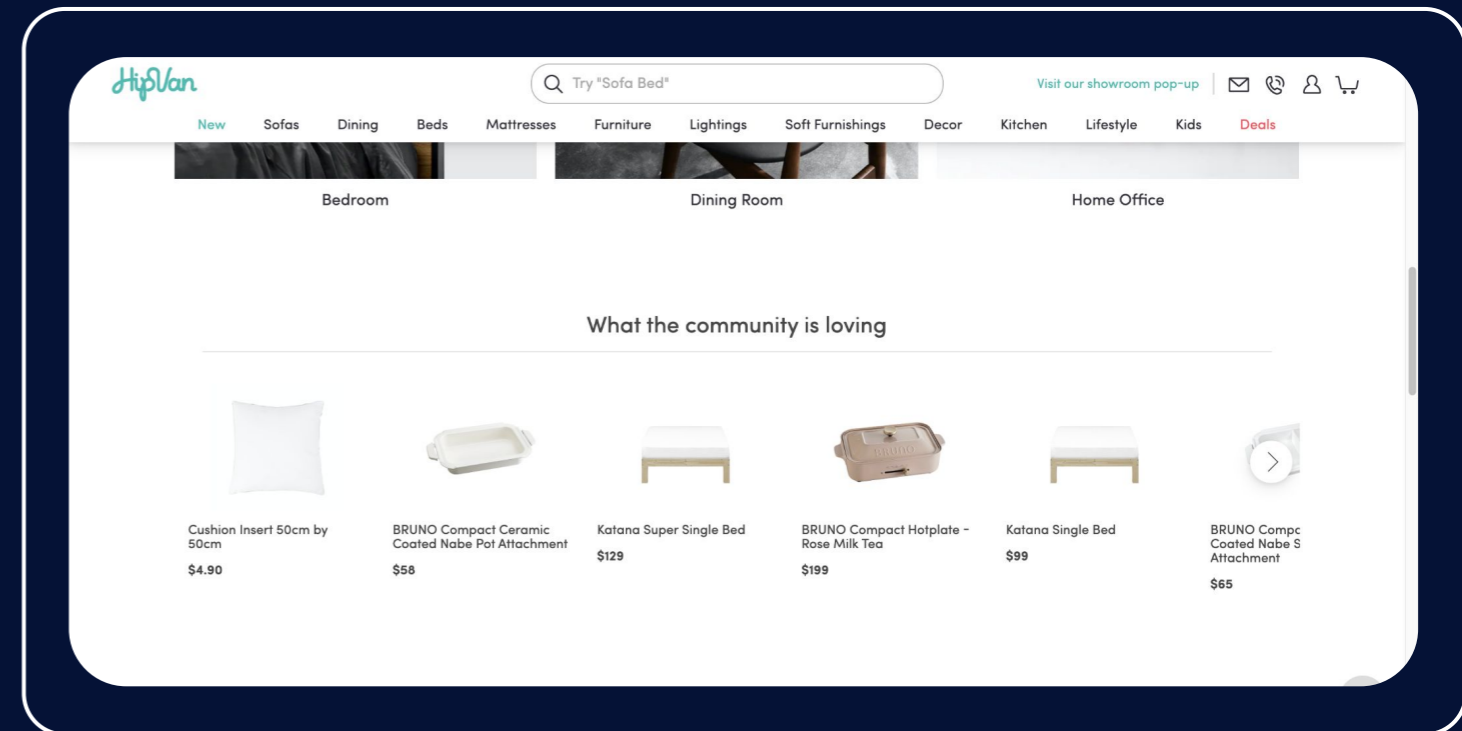


Improved product discovery with AI-powered smart recommendations.

HipVan was facing high drop-off rates on the product pages and the product discovery solution in place was ineffective. A good percentage of visitors came from google ads and if the product on Hipvan was not what they were looking for they would exit. Hipvan wanted to improve the average session duration and onsite engagement.

Having understood the challenge, Insider suggested the use of its AI-powered recommendations — **Smart Recommender** — which would optimize product discovery by showing users products based on their behavior. This ensured that every user would see personalized recommendations. HipVan implemented Smart Recommender with A/B testing to identify the most optimal scenarios.

In just a month, May 2021, HipVan observed a **Conversion Rate Uplift of 6.03%** from smart recommendations and A/B testing resulting in an additional 80 conversions per month.



6.03%
uplift in
**Conversion
Rate**



Multichannel Personalized Journey with Architect Retargeting Browse Abandonment Users

Improved customer re-engagement using individualized cross-channel journey orchestration

HipVan realized that re-engaging customers was a vital aspect of the customer lifetime journey and key to improving retention rates. They were also keen on re-engaging users who were first-time visitors and have not left their contact details. The challenge was in creating an efficient cross-channel strategy that was personalized and would not come across as spammy.

The Strategic Account Management team at Insider opted for Architect — Insider’s cross-channel journey orchestration tool — to tackle the challenge by crafting unique journeys for individual customers and weaving different retargeting channels such as web push, emails, and mobile app push into one cohesive experience for the user. Journeys were personalized based on the stage of the user journey - cart abandonment journeys, browse abandonment journeys and welcome journeys

The retargeting campaigns resulted in a conversion rate **uplift of 46.7%** compared to the sitewide average during **Q1 of 2021**.

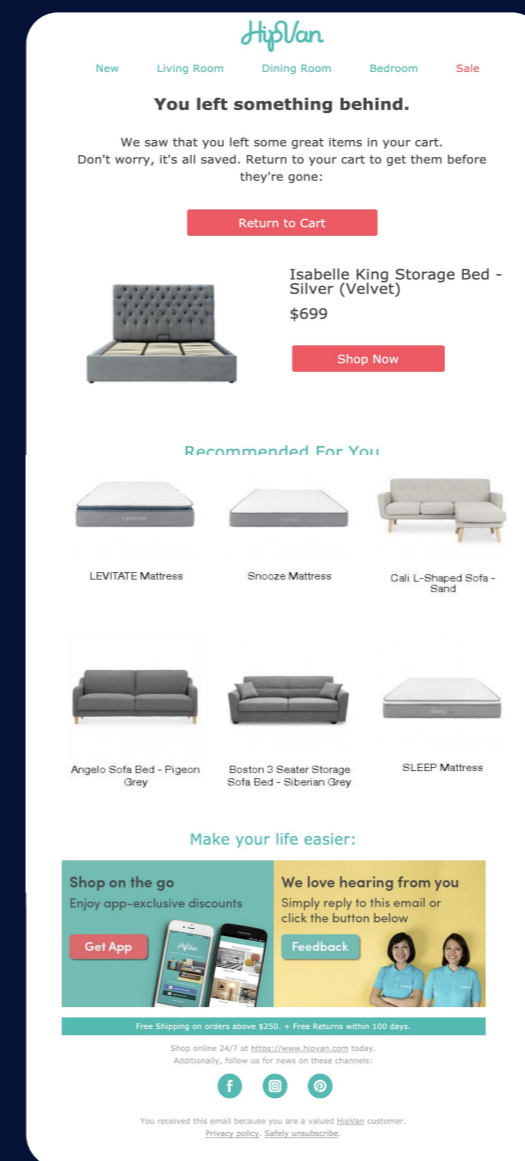
When User Enters a Segment
"Browse Abandonment"

Reachability

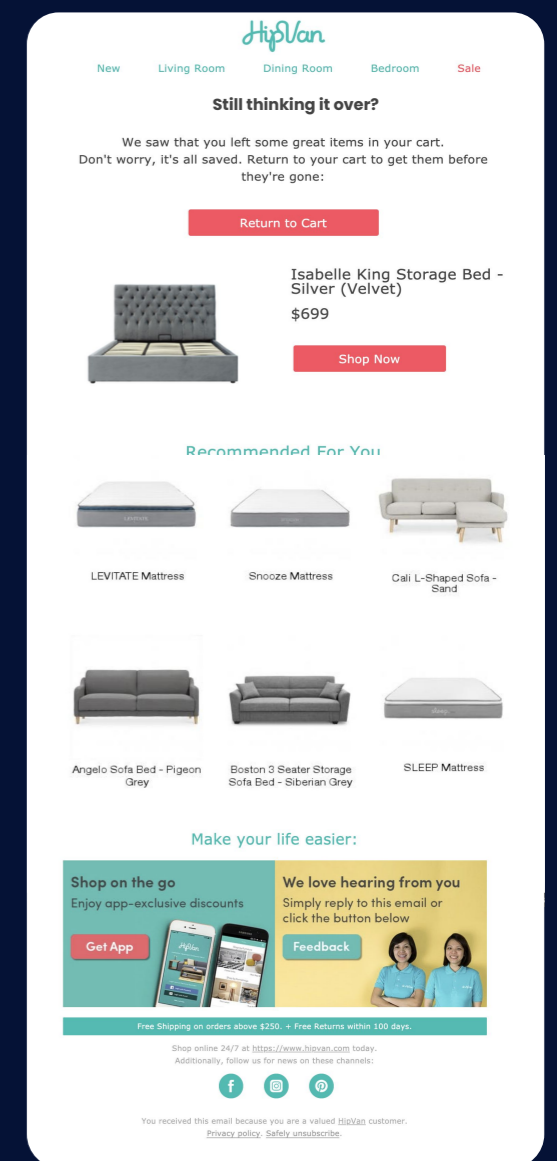
YES

Email #1

Email #2



Wait 1 Day.
If conversion is
not completed...



46.7%
uplift in
Conversion
Rate

Multichannel Personalized Journey with Architect Retargeting Browse Abandonment Users

When User Enters a Segment
"Browse Abandonment"

Reachability

NO

Web Push #1 (If user opted-in, send web push)



Wait 1 Day. If
conversion is
not completed...

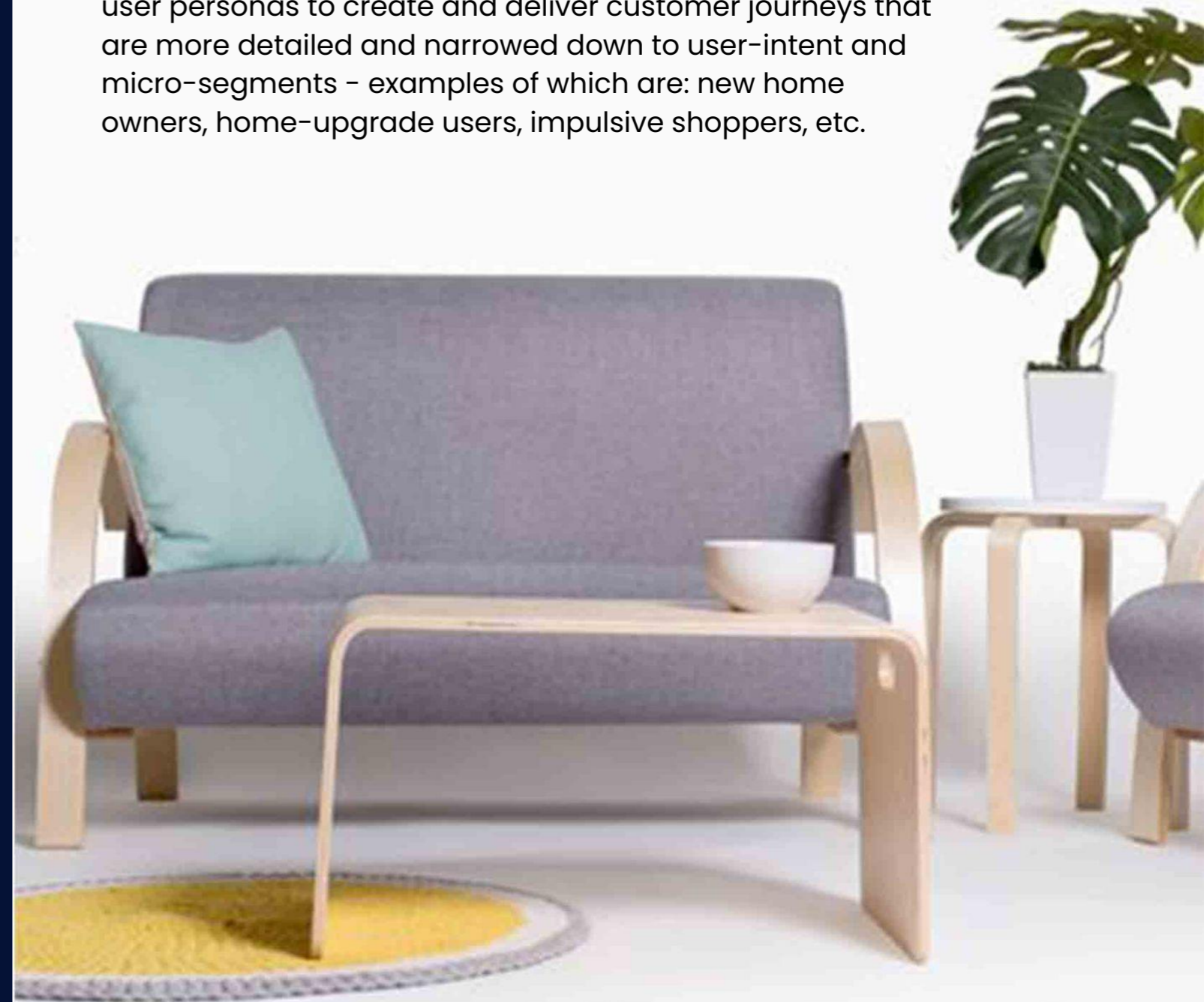
Web Push #2



46.7%
uplift in
Conversion
Rate

Looking ahead

Soon HipVan will look to further explore Architect and use-cases around building customized user journeys. HipVan will continue to focus on improving conversion rates, add to cart rates and product page view with the existing solutions while also focusing on creating more accurate user personas to create and deliver customer journeys that are more detailed and narrowed down to user-intent and micro-segments - examples of which are: new home owners, home-upgrade users, impulsive shoppers, etc.



About Insider

Insider 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 Artificial Intelligence, Growth Management Platform empowers marketers to deliver personalized journeys across the web, mobile web, mobile apps, 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 is a technology company with offices in London, Paris, Singapore, Tokyo, Hong Kong, Seoul, Sydney, Helsinki, Barcelona, Dubai, Moscow, Warsaw, Taipei, Jakarta, Manila, Wellington, Istanbul, Kiev, Ho Chi Minh City, Bangkok, Brussels, Amsterdam, Luxemburg, Ankara, and Kuala Lumpur. Insider has been recognized as a Leader in the G2 Grid® for Mobile Marketing for 14 consecutive quarters. Insider Growth Management Platform is firmly positioned in Gartner's Magic Quadrant for Multichannel Marketing Hubs 2020.

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