

# Marabraz improves website conversions & engagement using personalized onsite overlays, storyline and WhatsApp messaging





The results from Insider's onsite recommendation strategy and added segmentation capabilities took us by surprise. It was better than the highest metrics we've achieved from our previous tools."

**Davi Frate**

*Head of Digital Marketing*

Marabraz



# About Marabraz

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Marabraz is a leading Brazilian brand specialized in the sale of furniture. Currently has over 120 stores in São Paulo (capital), Baixada Santista, Vale do Paraíba and other cities in the state.

**Founded in:** 1987

**Numbers of stores:** 120+

**Operates in:** São Paulo (capital), Baixada Santista



# Executive Summary

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Marabraz was looking for a tool to help them improve the overall customer experience and deliver personalized engagement onsite. They wanted to optimize the recommendations experience and increase overall conversion rates onsite, while providing customers with a personalized and holistic website experience.

Marabraz could now make use of **deep segmentation** and rules in Smart Recommender **to deliver accurate onsite experiences**. Smart recommendations could also be used in various **personalization templates** such as **InStory**, **web push** and **email** allowing for better recommendation experiences across channels.

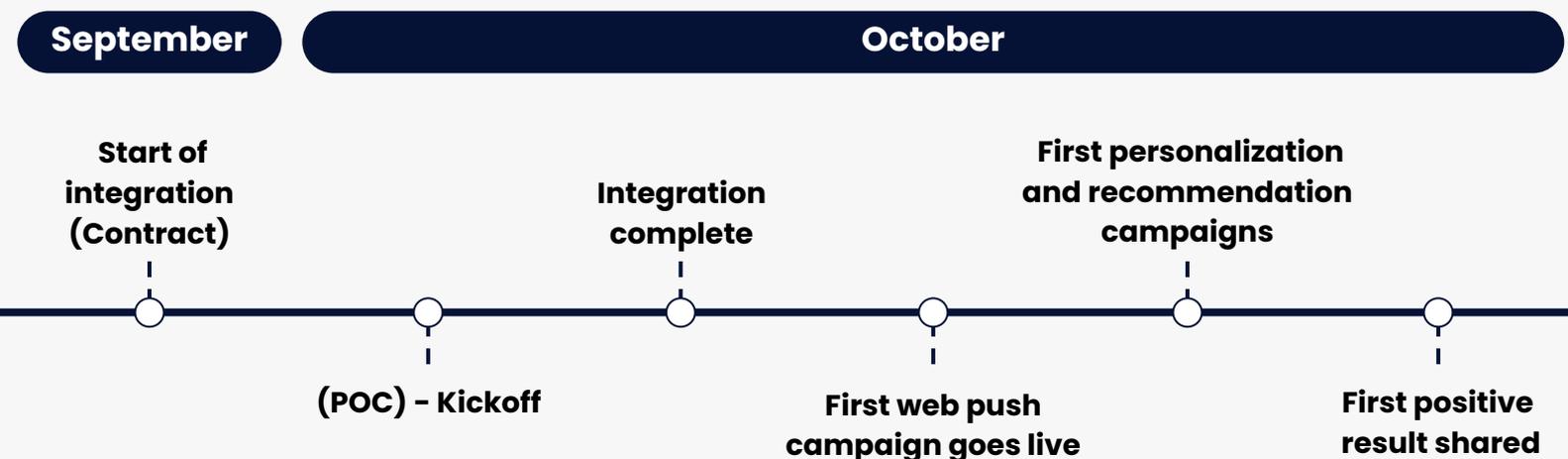
Using **WhatsApp Business API**, Marabraz could now start more human conversations on a messaging channel with great numbers of active users. They sent **automated** and **individualized dynamic messages**, like cart reminders, to speed up purchase decisions and recover lost revenue.

Every quarter Insider shares a quarterly performance report with Marabraz and during Q4, 2020 Marabraz achieved 10X ROI and in Q1, 2021 the ROI was 14X.



# Journey with Insider

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



**“**Right from the start - our experience with Insider has been a pleasant one. The integration setup process was a breeze with zero involvement from our IT department – Insider took care of it all. We were able to start using the platform the same day! The prowess of Insider's platform can only be matched by Insider's partner success team who always at hand to help us out, whether it's about technical glitches or campaign optimization, they know it all.”

**Davi Frate**

Head of Digital Marketing  
Marabraz

# Improving onsite recommendation metrics for a more personalized onsite customer experience

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Marabraz wanted to improve the overall onsite recommendation experience. They were looking for a tool that would help improve the onsite recommendations metrics and also optimize the site load time.

The team at Insider implemented a head-to-head test against Chaordic using Smart Recommender with a 50/50 cookie split across five pages. Additionally, the account managers at Insider optimized the site load time and provided improved customer journeys using deep segmentation. Smart Recommender will enable Marabraz to push recommendations not only on the website, but also on web push, InStory, exit-intent banner, email and much more, which was previously not possible.

Marabraz achieved a **1.45% increase in conversion rate** and a **1.36% increase in average session duration**. In addition, Marabraz observed a **33% improvement** in the desktop lighthouse performance scoring.





Que tal verificar esses produtos antes de ir? ♥



%46 off

Sofá Nautilus 4 lugares –  
Linoforte Moveis -  
Castanho

**R\$ 1.580,90**

~~R\$ 2.940,00~~



%29 off

Sofá 3 Lugares Retrátil e  
Reclinável Cama inBox  
Slim 2,00m Velusoft  
Vinho

**R\$ 1.399,90**

~~R\$ 1.959,90~~



%10 off

Sofá Jobim 1,70m  
Assento Retrátil e  
Reclinável Velosuede  
Cinza - NETSOFAS

**R\$ 1.319,98**

~~R\$ 1.469,98~~

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33%

improvement  
in website  
scoring

# Improving new user activation rates with exit-intent overlays

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Marabraz noticed that a large number of their first time visitors to the website would leave without signing up or completing a purchase. They wanted to improve the new user activation rate and realized they needed a proven solution to retain visitors who showed signs of leaving the website.

The growth consultants at Insider, having understood the challenges, suggested the user of an exit-intent overlay on the product page. The exit-intent overlay would show up on the screen when a user moved to leave the website—by offering a discount coupon on the overlay, users are motivated to stay and continue with their purchase.

Marabraz observed a **3.29% uplift in conversions rate** from these exit-intent campaigns as compared to the control group who were not a part of this campaign.



Compre pelo telefones: 0800-7744-447 Consultar minha entrega Meus Pedidos

MAARABRAZ

Atendimento Favoritos Entre ou Cadastre-se

VEJA TODA A LOJA

DESCONTO

Você sabia que tem

**10%OFF**

para realizar a sua primeira compra?

Utilize o cupom

**BEMVINDO**

no seu carrinho de compras!

**Continuar comprando**

ME4117 - TECNO MOBILI -

30017390037

R\$219,00

**R\$181,90**

em 1x no cartão ou no boleto com (-5%)

Parcelamento no cartão:

6x de R\$31,91

Boleto: R\$181,90 (-5%)

formas de pagamento

\*Válido para sua primeira compra, acima de R\$699

DESCONTO

Você sabia que tem

**10%OFF**

para realizar a sua primeira compra?

Utilize o cupom

**BEMVINDO**

no seu carrinho de compras!

**Continuar comprando**

\*Válido para sua primeira compra, acima de R\$699

**3.29%**  
uplift in  
conversion  
rate

# Engaging first-time visitors as soon as they arrive with a story-line

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Marabraz wanted to engage users who were visiting the website for the first time immediately. They were looking for a solution that would help them deliver personalized recommendations to grab the attention and engage visitors as soon as they landed on the website.

The team at Insider understood the goals and recommended the use of the InStory feature on the website. InStory is an interactive product recommendation feature that shows up on top of the website as a story line. Marabraz could use this feature to engage each user with a line up of product recommendations that was personalized and interactive.

Marabraz observed a **conversion rate uplift of 3%** from the InStory campaign as compared to the control group who did not see InStory on the website. Visitors were engaged right from the start and the average session duration improved significantly.



**3.29%**  
**uplift in**  
**conversion**  
**rate**



Abajur AB 7745 – JD  
Molina. - Verde  
R\$ 289,90  
R\$ 160,46

[Detalhe do Produto](#)

O que você está procurando? 

PRONTA-ENTREGA FRETE GRÁTIS SUDESTE

Decoração Escritório Jardim

CHEGARAM NOVIDADES PRONTA ENTREGA EXCLUSIVO MARABRAZ ÚLTIMAS UNIDADES

QUARTO DECORE COM CONFORTO A PARTIR DE **55% DE DESCONTO** [COMPRE](#)

 **FRETE GRÁTIS SUDESTE**

CUPOM **12% OFF EXTRA** USE O CUPOM **EXTRA12**

# Reducing cart abandonment with automated workflow & WhatsApp messaging

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Marabraz wanted to reduce the cart abandonment rate and was looking for a solution that would help them implement automated workflows with the highest effectiveness for cart abandonment.

The growth consultants at Insider realized the challenge and worked out a solution that made use of WhatsApp to combat cart abandonment as it was a channel with the highest conversion rate.

- User opt-ins were captured via an onsite template (an opt-in is required before users can be contacted via WhatsApp)
- An automated cart abandonment flow was triggered when a user abandons their cart
- These users receive a whatsapp message reminding them of their cart items

Marabraz got over 20k subscribers for WhatsApp communication and achieved a **conversion rate that was 2X higher than the website average.**



**2X higher  
conversion rate  
than  
website  
average**





# Looking Ahead

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Marabraz will look into using Architect, Insider’s journey orchestration tool, to complement the existing web push channels. They aim to optimize the onsite personalization experience with web push by sending the right message to the right users at the right time. In addition to web push, Marabraz will leverage Architect to target users through email – creating and delivering personalized experiences across both website and email channels.

Marabraz will also explore emerging messaging channels, such as Facebook Messenger, to engage their customers with the most relevant experiences in personalization.



# 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 The Forrester Wave for Cross-Channel Campaign Management 2021. The company has been named the #1 leader on G2’s Mobile Marketing Software and Personalization Grids, with a 4.6/5 rating based 100% on user reviews, 18 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, Domino’s, Avon, and CNN.

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