

# How Raízs achieved **10X ROI** in just 6 months of using Insider's personalization and journey orchestration

RAÍZS × Insider





## Success in omnichannel strategy

Our experience with Insider has been positive from the beginning, quick integration to getting started with the web push tool. In a period of 6 months with strategic and operational support from the Insider team, we created and improved our journeys with segmentation, cart abandonment and omnichannel strategy. **With this we achieved over 10x return on our investment and today we are exploring new channels and customizations, for example, the use of Whatsapp and email journeys.**

**Bianca Reame**

*Marketing Manager*

Raízs



## About Raízs

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Raízs is the first and largest company to **connect the small organic producer to the table in large urban centers**. As part of their commitment to organic produce, they work with **800 producers** who are all certified and audited by IBD, which is the leading organic certification organization in Latin America. In addition, they partner with many cooperatives from the south to the Amazon. Raízs **aims to value and empower family farmers** by providing them with all the support they need, from **technical support** during planting and **harvesting to fair-price marketing**. Unlike other growing companies, Raízs only harvests after the customer has confirmed their purchase, which **ensures freshness, quality, and prevents waste**.

**Founded in:** 2015

**Online ecommerce business model**

**Operates in:** São Paulo - Brazil

**Number of employees:** 150-200



## Executive Summary

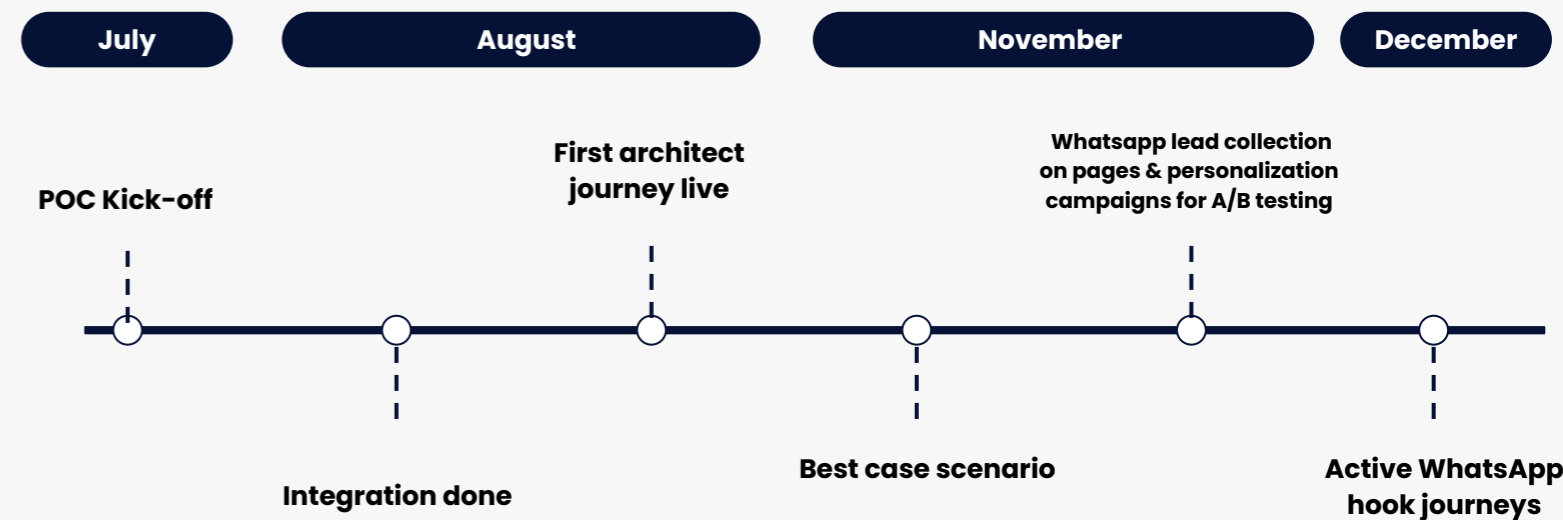
Raízs was looking for a solution that would increase conversion rates, subscriptions and also improve revenue. In addition, they wanted to be able to segment their customers' journeys. From the custom journey orchestration of Architect to the web suite features, Insider delivered all the tools they needed.

Their objective was to optimize conversion rate and boost revenue and profits. To drive engagement and revenue, the brand wanted to make the best possible use of its own channels and customer base. **Raízs observed that Insider had the quickest time-to-market and AI-powered segmentation, which could provide a stronger ROI from each campaign.**

According to Raízs, they had the chance to **communicate with their customers with a brand new channel, they could also drive more sales** with the web push notifications offered by Insider and they also had the **ability to create a more personalized experience across channels** with Architect.

## Journey with Insider

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



**Increasing ROI** since July 2020: **7.9x**; November 2020: **12.4x**



## Retargeting dormant customers with personalized web push notifications

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Raízs wanted to reactivate passive customers who had not purchased for the past 3 to 6 months. The company was looking for a platform that could help identify customer segments and retarget them with relevant offers tailored to their interests.

To engage these 'missing' loyal customers, Insider recommended segmented web push notifications, such as coupons and free shipping. **By mapping out unique journeys, Raízs was able to identify these dormant customers and send them web push notifications.**

In just 6 months, Raízs observed an **ROI of 10X** from these web push campaigns.



**10X ROI**  
**in 6 months**



## Bringing back users who have abandoned subscription forms with web push

The brand wanted to improve the sign-up rates for their subscription model. They wanted to explore ways to entice more users to fill out the subscription form on the website and subscribe to weekly packages with products based on their preferences - organics, vegetables, fruits etc.

The growth consultants at Insider, having understood the objective, recommended the use of Architect to create unique journeys to bring back users who have abandoned the subscription form. **Raízs created unique journeys for users who had left the subscription form by scheduling web push notifications after a set time.** Raízs could also schedule cart recovery and browse recovery web push notifications using Architect.

In the first six months, Raízs observed a **10X ROI** from these recovery web push notifications.

**10X ROI**  
in 6  
months



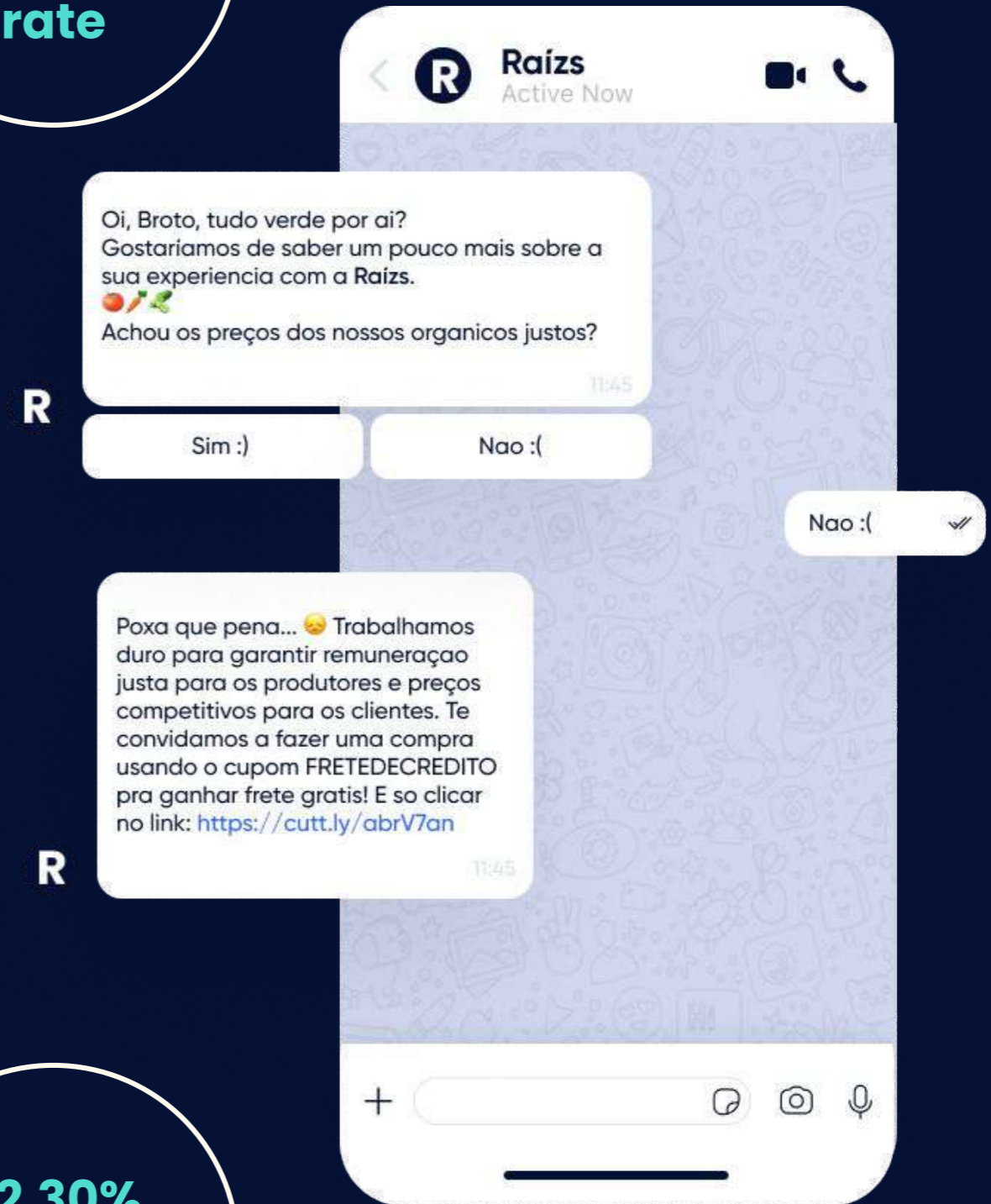
## Building engagement and conversations with customers using WhatsApp Business API

Raízs wanted to engage with their customers on a personal note and understand their experience on the website and gather customer feedback. The brand also wanted to compliment the website experience with an emerging messaging channel.

Having understood the intention, the growth consultants at Insider recommended the use of WhatsApp Business API as a channel to recover cart abandonment. Raízs has over 2K subscribers who have opted in to receive WhatsApp communications. Users who have abandoned their cart would receive a WhatsApp message asking if they were satisfied with the experience. Those users who replied “No” would get a coupon for free delivery and a redirect to the website to complete their transaction.

Raízs observed a **32.30% response rate**, and **7.99% conversion rate** from WhatsApp campaigns.

7.99%  
conversion  
rate



32.30%  
response  
rate

## Looking ahead



In the near future, Raízs will look to explore Insider's email capabilities and advanced architect integration to target users more effectively and deliver individualized experiences that are tailored to each individual user's behavior.

Raízs is already exploring advanced journey orchestration using Insider, where an extensive range of features offered through Architect will be put to use to engage customers with the most relevant experiences across channels.



# 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, 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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