

**Nissan India achieved a  
21% conversion rate using Insider's  
custom segmentation capabilities**



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## Ultra Professional team. Quickest integration we've seen

It was one of the most professional teams I have worked with. It is no secret that I have worked with all the big solution providers, but the kind of attention to detail that the Insider team brings to the table is amazing, not just with respect to the technical know-how but also in terms of managing the overall milestones. In fact, the integration process took less time than expected."

### Punit Banga

General Manager, Customer Experience and Analytics  
Nissan India

## About Nissan India

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**Nissan Motor India** Pvt Ltd (NMIPL) is the wholly-owned subsidiary of Nissan Motor Co. Ltd Japan. Founded in 2005, the company produces innovative and exciting products for the hatchback, MUV, SUV, and sedan markets in India. Nissan and Datsun are among their brands. Nissan and its global alliance partner Renault signed a memorandum of understanding in February 2008 to set up a manufacturing plant in Oragadam, near Chennai, with an investment of 45 billion INR over seven years. The Renault-Nissan alliance plant was inaugurated in a record time of 21 months after its groundbreaking ceremony in June 2008.

**Founded in:** 2005

**Numbers of stores:** 230 global locations

**Operates in:** India

**Number of employees:** 4,000



# Executive Summary

**Nissan India** strives to provide a **customer experience** that stands out from its competitors. They benchmark industries driving transformational customer experiences, such as hotels and airlines. Nissan India knew that to achieve those goals, they needed a platform that could **personalize** each customer’s experience without knowing much about them.

Insider became a strong candidate because of the personalized customer experience platform’s ability to **connect data** across different channels seamlessly. **Insider** was rigorously evaluated alongside Salesforce and Adobe. Nissan India chose Insider due to the platform’s personalization and unique customer experience capabilities. Insider is also easily integrated with Nissan India’s technology stack, consisting of Adobe, Salesforce, and Adobe Omniture.

Nissan India used Insider’s **Web Suite**, Web Push, Email, and Architect products to transform customer retention. As a result of Insider’s tools and strategic advice, Nissan India saw a substantial increase in traffic because they could micro-target audiences based on their journey stages.

# Journey with Insider

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

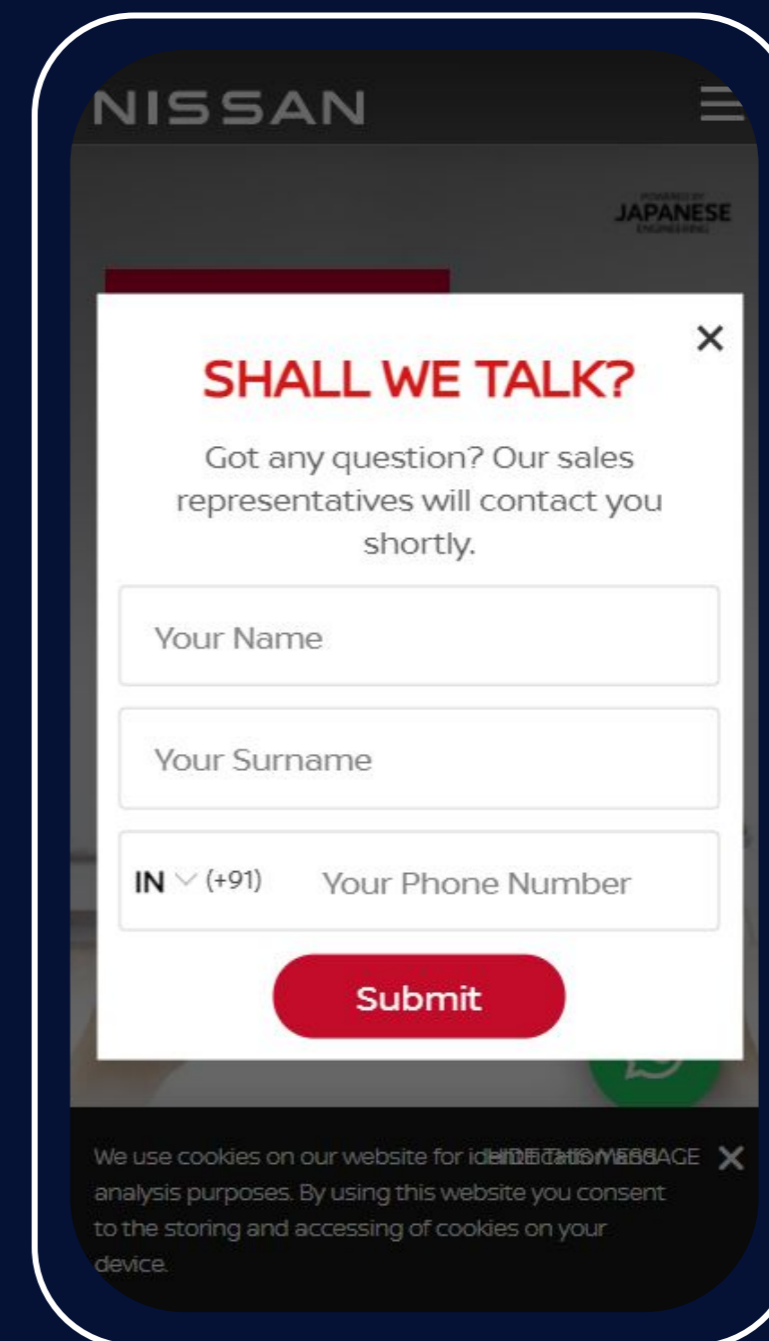


# Improving lead-submission for test drives using lead collection overlays

**Nissan India** realized that even though their website visitors were growing, a significant portion of their visitors would leave before booking a **test drive**. The brand wanted a tool that could optimize the journey and motivate users to sign-up for a test drive.

Insider's solution to the challenge was to implement **lead-collection** exit-intent overlays. When visitors who came to research their car models showed signs of leaving the website, the exit-intent overlay would prompt them to consider signing up for a test drive.

Nissan India was able to considerably improve the visitor **drop-off rate** — Nissan saw a **15% conversion rate** for website visitors who viewed the lead-collection (exit-intent) overlay.

A screenshot of a mobile website for Nissan India. At the top, the Nissan logo is visible. Below it, a dark banner reads "POWERED BY JAPANESE TECHNOLOGY". A white exit-intent overlay is displayed in the center, titled "SHALL WE TALK?" in red. The overlay contains the text "Got any question? Our sales representatives will contact you shortly." and a form with three input fields: "Your Name", "Your Surname", and "Your Phone Number" (with a dropdown for country code "IN (+91)"). A red "Submit" button is at the bottom of the form. At the bottom of the screen, a dark cookie consent banner is visible with the text "We use cookies on our website for identification and analytics purposes. By using this website you consent to the storing and accessing of cookies on your device." and a close button.

**15%**  
conversion rate  
for exit-intent  
overlay

# Delivering focused campaigns across demographic segments using custom segmentation

**Datsun India** (Nissan-owned auto brand) wanted to promote their offers by segmenting them for different cities and regions of India. The challenge was to drive focused campaigns across the large demographic landscape of India

The growth consultants at Insider suggested using Insider's custom segmentation capabilities to accurately target customers across different states and cities in India. The powerful **AI-powered** segmentation can identify unique micro-segments and target them effectively.

Datsun India observed a **21% conversion rate** from these targeted campaigns with highly relevant offers.



21%  
Conversion  
Rate



# Increasing onsite customer engagement during the pandemic with the help of journey orchestration

**Nissan India** wanted their website visitors to engage with certain CTAs such as Build & Price, Book a **Test Drive**, Virtual Showroom etc. They were looking for a tool that could map out unique customer journeys to facilitate this engagement.

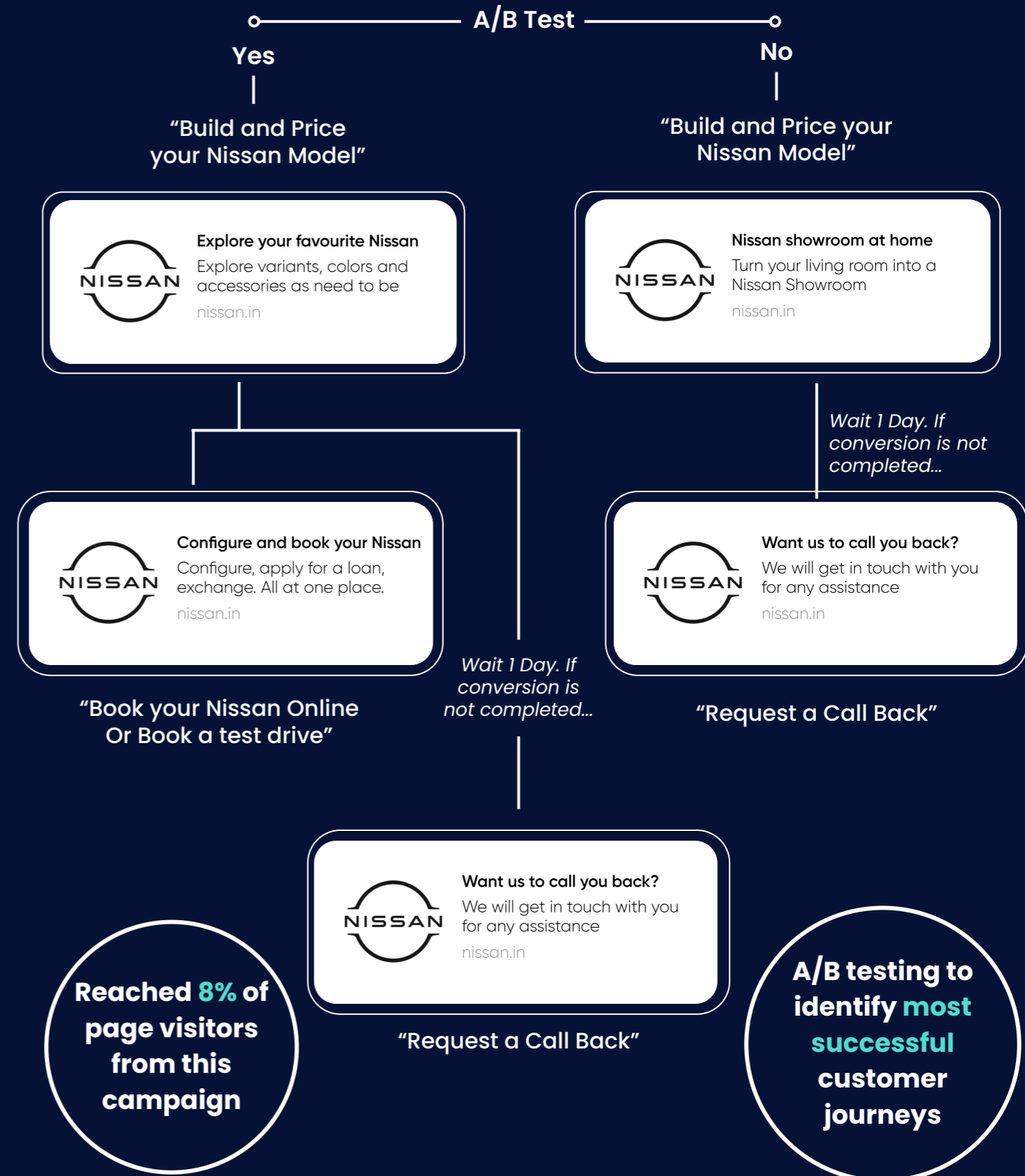
The team at Insider recommended the use of **Architect**, an AI-powered customer journey **orchestration** tool, to engage users on the pages where they were most likely to browse and on pages where they were most likely to take action. The journeys were segmented for users who visited two of Nissan's popular vehicles —Kicks and Magnite. These journeys were also subjected to A/B testing to identify the most successful ones.

By combining Architect and **A/B testing** Nissan India was able to identify the most successful journeys and direct these users to the appropriate landing page based on their online/offline affinity. Online audiences were taken to a 'Request a Call Back' section.

Nissan also achieved **8% of page visitors** for Kicks and Magnite through this strategy.

## Retargeting car detail visitor

When User Enters a Segment  
"Kicks and Magnite Page Visitors"



## Looking Ahead

Nissan India is planning on expanding the scope of Insider such that their existing CRM solution will be replaced entirely by Insider. The company is also planning to integrate their after-sales and ownership journeys on the platform. Nissan India's relationship with Insider is growing stronger and stronger, and they expect it will continue to grow as it is based on mutual commitment.

## About Insider

Insider is a cross-channel marketing platform that enables enterprise marketers to connect customer data across channels and systems, predict their future behavior with a built-in AI intent engine, and orchestrate individualized customer experiences at scale. 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, 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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