

How Firefly Airlines
bounced back after the
pandemic and
achieved a **21.28% CR**
uplift with Insider

Reliable support, highly performing product

“The suite of products from Insider have truly helped us bounce back after going through some really bad lows because of the pandemic. Through tools that are created with an awareness of human psychology, Insider excels with products that are highly capable of improving revenues. The products are all the more better to use because they come with an impeccable support team that is on hand at all times to strategize and improve with us.”

About



Firefly Airlines

Firefly is a Malaysian airline operating flights in Malaysia, Indonesia, Singapore and Thailand. It is a subsidiary of Malaysia Airlines and has its head office in Petaling Jaya, Selangor. Firefly operates from its main hub at Sultan Abdul Aziz Shah Airport in Subang and from its secondary hub at Penang International Airport. The airline's first flight was on 3 April 2007, from Penang to Kota Bharu. The company slogan is Beyond Convenience.

Founded in : 2007

Operates in : Firefly is a short haul airline operating out of the Subang and Penang hubs. Firefly provides connections to various points within Malaysia, Southern Thailand, Singapore and Sumatra of Indonesia.

Number of employees : 201 - 500

Struck by travel restrictions imposed because of the pandemic, Firefly was looking for solutions to help them get sales back up, increase revenue and conversions rates, and retarget loyal customers. They also sought to improve ancillary sales across their channels to aid revenue growth.

Having had a painful experience with another email service provider in the past, they were looking for a company that would not only have great products but also offer consistent and reliable support. Insider became their preferred platform because of the ease of use of the panel, the excellent account management support, and the smooth integration process. After testing the Insider experience with the Email product and being satisfied with the support, they decided to opt for Web Suite, Web Push & Architect, as well.

Executive Summary

Journey with Insider

Firefly was supported by Insider throughout the long, challenging marketing journey during the pandemic, and through consistent support, the team at Insider helped Firefly achieve desirable results despite the obstacles.

"Insider has won us over from the beginning with their excellent support that we can always rely upon. Having had a bad experience prior to using Insider, good support was one of our most important criteria in choosing our next partner, and we are so glad we picked Insider. The product has worked well for us and improved our KPIs significantly, and I see Insider as a great partner in helping Firefly's digital growth and improving our customer experience."

-Kee Wai Koo, Head of Marketing & Communications, Firefly

August 2020
Project kick-off
Email

April 2021
Project kick-off
Architect

July 2021
Project kick-off
Web Suite & Web Push

August 2020
First Campaigns
Email

August 2021
First Campaigns
Architect

July 2021
First Campaigns
Web Suite & Web Push

September 2021
First results
2.12x ROI

Using users' saved information from previous visits to personalize the website.

• Challenge

Prior to using Insider, Firefly's website had no personalization and had a one-size-fits-all approach. They wanted to change this and make the website more appealing to their users by making it more personal for them.

• Result

This helped in achieving an **uplift of 21.28% in conversion rate** in the period of one month.

• Solution

The Firefly team, along with Insider's support, decided to run an onsite experiment where they would use a user's saved search information from earlier visits to personalize their experience, and also auto-filling fields to reduce their search time. Firefly also started segmenting users based on their last searched destination to improve the relevancy of their retargeting emails. e item to their cart.

21.28%

CR uplift



CHEAPEST Fare

BOOK

PRODUCTS & SERVICES

MANAGE BOOKING

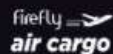
RM0 - RM150

SEARCH BY PRICE

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Flight



air cargo



Flight +
Hotel



Hotel



Check In

Round Trip One Way

Subang(Kuala Lumpur) (SZB)

Penang (PEN)

Thu, 28 Oct 2021



Sat, 30 Oct 2021



1 Adult

Promo Code

MYR

SEARCH

EXTRA

FLIGHT



Using a countdown timer to discourage booking abandonment.

- **Challenge**

Users were checking flights, but failing to book because they were exiting the website to check for better prices elsewhere. Firefly wanted to change this and encourage them to complete their flight booking.

- **Solution**

The team deployed a countdown timer of 15 minutes, which would start automatically when a user reached the payment page. It was designed to urge the user to complete their transaction within 15 minutes, failing which they will have to go over the flight booking process all over again.

- **Result**

This solution resulted in a **CR uplift of 1.80%**.

Complete your transaction within

1 4 5 7
Minute Seconds



● SELECT FLIGHT ● YOUR DETAILS ● ADDONS & SEATS ● **PAYMENT & CONFIRMATION**

ACCOUNT NUMBER: 1150005784
USER ID: gretchentkc@gmail.com

\$ Payment & Confirmation

Add Payment

Total Package Price 281.76 MYR
Total Paid 0.00 MYR
Total Amount Due 281.76 MYR

Currency
Malaysian Ringgit (MYR)

*For payment using FY e-wallet, the account holder must be one of the traveller/passenger.
If you are unable to view "Credit Account" as an option for payment, please contact our Call Centre at 603-7845 4543.



Firefly e-Voucher

Booking Summary

Departure Flight

Fri, 19 Nov 2021

SZB **PEN**

11:10 AM 12:10 PM
Subang (SZB) - Penang (PEN)
Flight FY1428

Return Flight

Fri, 26 Nov 2021

PEN **SZB**

8:40 PM 9:40 PM
Penang (PEN) - Subang (SZB)
Flight FY1443

Price Summary

SZB **PEN**

Adult(s) 1 x 75.48 MYR
Taxes, Fees and Charges [Details] 53.83 MYR

PEN **SZB**

Adult(s) 1 x 58.89 MYR
Taxes, Fees and Charges [Details] 52.82 MYR

Services and Fees

Seat Selection Fee 41.34 MYR

Total Amount 281.76 MYR

[Click here to see Fare Rules](#)

Special Services Request Summary

1.8% uplift
in CR

Minimizing space for distraction and encouraging ticket booking through onsite messaging.

- **Challenge**

Most of Firefly's users were booking the FlyBasic tier, and they wanted to nudge them towards choosing the FlyPremier tier to increase revenue from each booking.

- **Solution**

With Insider's help, Firefly deployed a "Most Popular" badge next to the FlyPremier tier to indicate that it was the preferred choice for most users.

- **Result**

This social proof strategy resulted in a **conversion rate uplift of 5.06%**.

0.41% uplift in conversion rate

booking.fireflyz.com.my/Select.aspx

DEPART Subang (SZB) ▶ Penang (PEN)		Subang to Penang - 19 Nov 2021 - 5 flight(s) found						
◀	Tue 16 Nov 2021 111.31 MYR	Wed 17 Nov 2021 111.31 MYR	Thu 18 Nov 2021 111.31 MYR	Fri 19 Nov 2021 111.31 MYR	Sat 20 Nov 2021 111.31 MYR	Sun 21 Nov 2021 111.31 MYR	Mon 22 Nov 2021 111.31 MYR	▶

Flight	Depart	Arrive	
FY1424	6:50 AM	7:50 AM	<input type="radio"/> 118.56 MYR 111.31 MYR (Adult / Child)
FY1428	11:10 AM	12:10 PM	<input type="radio"/> 136.44 MYR 129.11 MYR (Adult / Child) 1 seat left at this price
FY1432	4:00 PM	5:00 PM	<input type="radio"/> 136.44 MYR 129.11 MYR (Adult / Child) 1 seat left at this price
FY1434	6:10 PM	7:10 PM	<input type="radio"/> 136.44 MYR 129.11 MYR (Adult / Child)
FY1438	7:10 PM	8:10 PM	<input type="radio"/> 136.44 MYR 129.11 MYR (Adult / Child)

RETURN Penang (PEN) ▶ Subang (SZB)		Penang to Subang - 19 Nov 2021 - 7 flight(s) found						
◀	Wed 17 Nov 2021 111.31 MYR	Thu 18 Nov 2021 111.31 MYR	Fri 19 Nov 2021 111.31 MYR	Sat 20 Nov 2021 111.31 MYR	Sun 21 Nov 2021 111.31 MYR	Mon 22 Nov 2021 111.31 MYR	Tue 23 Nov 2021 111.31 MYR	▶

Flight	Depart	Arrive	
FY1431	8:40 AM	9:40 AM	<input type="radio"/> 136.44 MYR 129.11 MYR (Adult / Child)
FY1425	11:35 AM	12:35 PM	<input type="radio"/> 136.44 MYR 129.11 MYR (Adult / Child)
FY1435	2:45 PM	3:45 PM	<input type="radio"/> 136.44 MYR 129.11 MYR (Adult / Child)



Hold up!

Price may go up! You have 5 minutes remaining to complete your transaction before your session expires.

[Complete Booking](#)

Increasing revenue per booking through the use of product badges.

- **Challenge**

Firefly wanted to discourage its users from leaving their website to compare prices on other sites.

- **Solution**

Users who showed exit intent were met with an onsite message that informed them that the prices would remain the same only for the next five minutes, so they have to book it within that time.

- **Result**

After seeing positive results in an A/B test of this solution, Firefly increased the traffic allocation to 80% and achieved a **CR uplift of 0.41%**.



DEPART

Penang (PEN) ▶ Subang (SZB)

Penang to Subang - 26 Nov 2021 - 6 flight(s) found

	Tue 23 Nov 2021 119.00 MYR	Wed 24 Nov 2021 119.00 MYR	Thu 25 Nov 2021 119.00 MYR	Fri 26 Nov 2021 119.00 MYR	Sat 27 Nov 2021 119.00 MYR	Sun 28 Nov 2021 139.00 MYR	Mon 29 Nov 2021 119.00 MYR
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Flight	Depart	Arrive	
FY1435	2:45 PM	3:45 PM	<input type="radio"/> 119.00 MYR (Adult / Child)
FY1445	3:20 PM	4:20 PM	<input type="radio"/> 119.00 MYR (Adult / Child)
2 seats left at this price			
FY1437	5:20 PM	6:20 PM	<input checked="" type="radio"/> 119.00 MYR (Adult / Child)

FlyBasic

- 20KG Checked Baggage
- Refreshment
- Pre-Assigned Seating

* Date and time changes are permitted for a change fee and fare difference. Terms and conditions of Carriage apply.

FlyPremier

- ***FREE Self-Test Kit
- 20KG Checked Baggage
- Refreshment
- Standard Seat Selection
- *No Change Fee
- Priority Baggage Handling
- Firefly Travel Protection
Protecting you againsts unexpected events during your trip.

** TX Free Change. For date and time changes fare difference applies.
*** One redemption per pax. First come first serve.
Firefly Travel Protection is provided by AIG Malaysia Insurance Berhad (795402-W)

FlyInfinite

- ***FREE Self-Test Kit
- 35KG Checked Baggage
- Refreshment
- *All Seat Selection
- **Unlimited Flight Changes
- Priority Baggage Handling
- SkyLounge Access
- Firefly Travel Protection
Protecting you againsts unexpected events during your trip.

** Desired and Preferred seats are subject to availability.
** For date and time changes fare difference applies.
*** One redemption per pax. First come first serve.
Firefly Travel Protection is provided by AIG Malaysia Insurance Berhad (795402-W)

Pre-selected

+ 99.00 MYR

+ 149.00 MYR

**5.06% uplift
in CR**

A Bright Future

Firefly is using nearly all of Insider's tech stack already. Presently, they are also in the process of integrating the Mobile App product and look forward to more successful use cases and scenarios from there. They are also excited to implement the "likelihood to purchase" algorithm to segment their users better and improve their personalization experience across Firefly's channels.

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 18 consecutive quarters. Insider Growth Management Platform is firmly positioned in Gartner's Magic Quadrant for Multichannel Marketing Hubs 2020.

A V O N **ESTÉE LAUDER** **PHILIPS** **SAMSUNG**

PUMA

hunkemöller

LEVI'S

IKEA

OTTO

**UNI
QLO**

GAP

Lenovo