

How Samsung achieved a
**24% increase in cart
recovery rate** using
Insider's Web Conversion
Suite and Web Push



SAMSUNG×





Working with Insider, we have seen an excellent uplift in cart abandonment. The Insider team is easy to work with, proactive and there is a synergy between both parties. We have improved our customer's experience onsite by creating a more personalised approach, reaching the correct audience and being able to customise our campaigns in a more agile way. We look forward to future initiatives with this partnership.

— Tony Kolta, Samsung

About Samsung

An international conglomerate headquartered in South Korea, The Samsung Group has over 90 subsidiaries worldwide. Lee Byung-chul founded the company as a trading company in 1938. Over the next three decades, the group expanded into food processing, textiles, insurance, securities, and retail.

The company entered the electronics industry in the late 1960s and the construction and shipbuilding industries in the mid-1970s; these areas would drive its subsequent growth. Samsung has increasingly globalized both its electronics and activities since 1990, and its mobile phones and semiconductors have become its most important revenue sources. Samsung has the 8th highest global brand value as of 2020.

Founded in: 1938

Numbers of stores: 241

Operates in: 74 countries

Number of employees: 287,000



Executive Summary

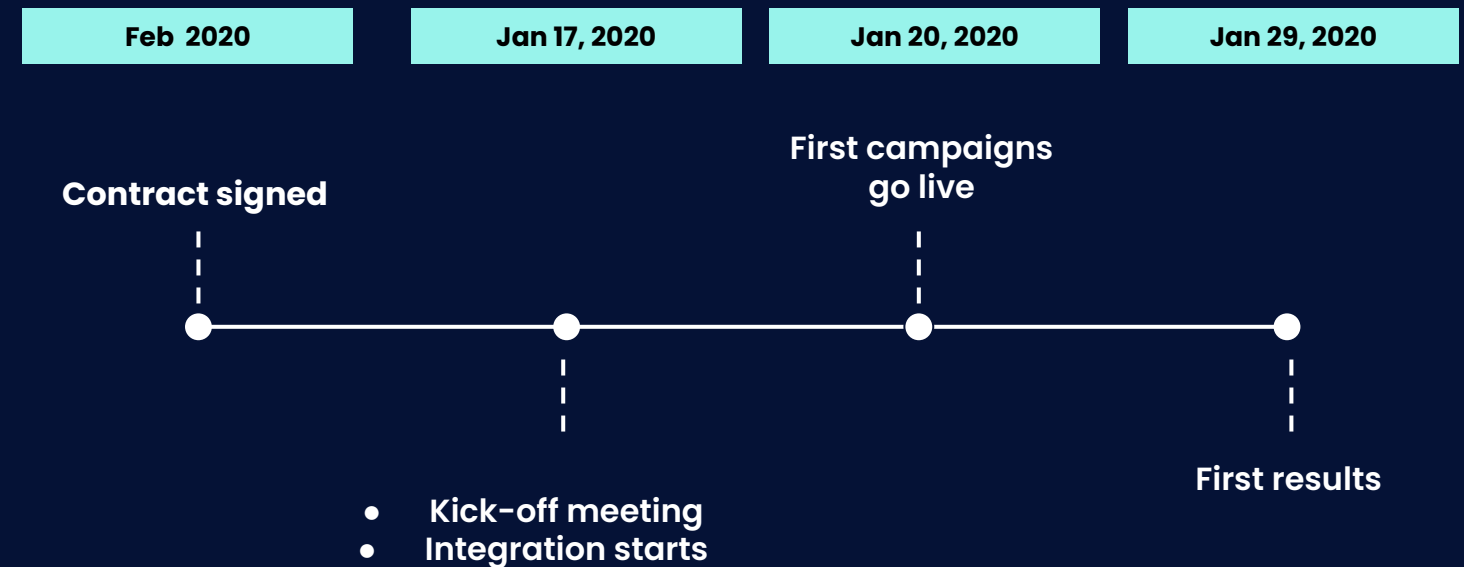
Samsung was looking for a personalization tool and wanted to expand its digital presence to a new channel: web push. Having seen success in Europe with Insider, Samsung became interested because of Insider's unique capabilities and local support. The other factor they considered was Insider's quick and easy setup and how much their team could execute with limited resources.

Samsung used Insider's Web Suite and Web Push products to improve their cart abandonment rate. Working with Insider, Samsung AU saw a 24% uplift in cart recovery, adding to nearly 1.5 years of positive partnership.



Journey with Insider

Throughout the entire process, Insider provided Samsung with strategic inputs to help them develop a solution package that suited their needs. The journey can be summarized as follows:



Using Social Proof to increase conversion rates, sales and revenue

After doing well in online sales during COVID and moving to a WFH model, Samsung's growth targets for its internal online business grew by 80% in 2021. However, the team was uncertain of how to maintain growth once people started returning to the offices in Australia in 2021.

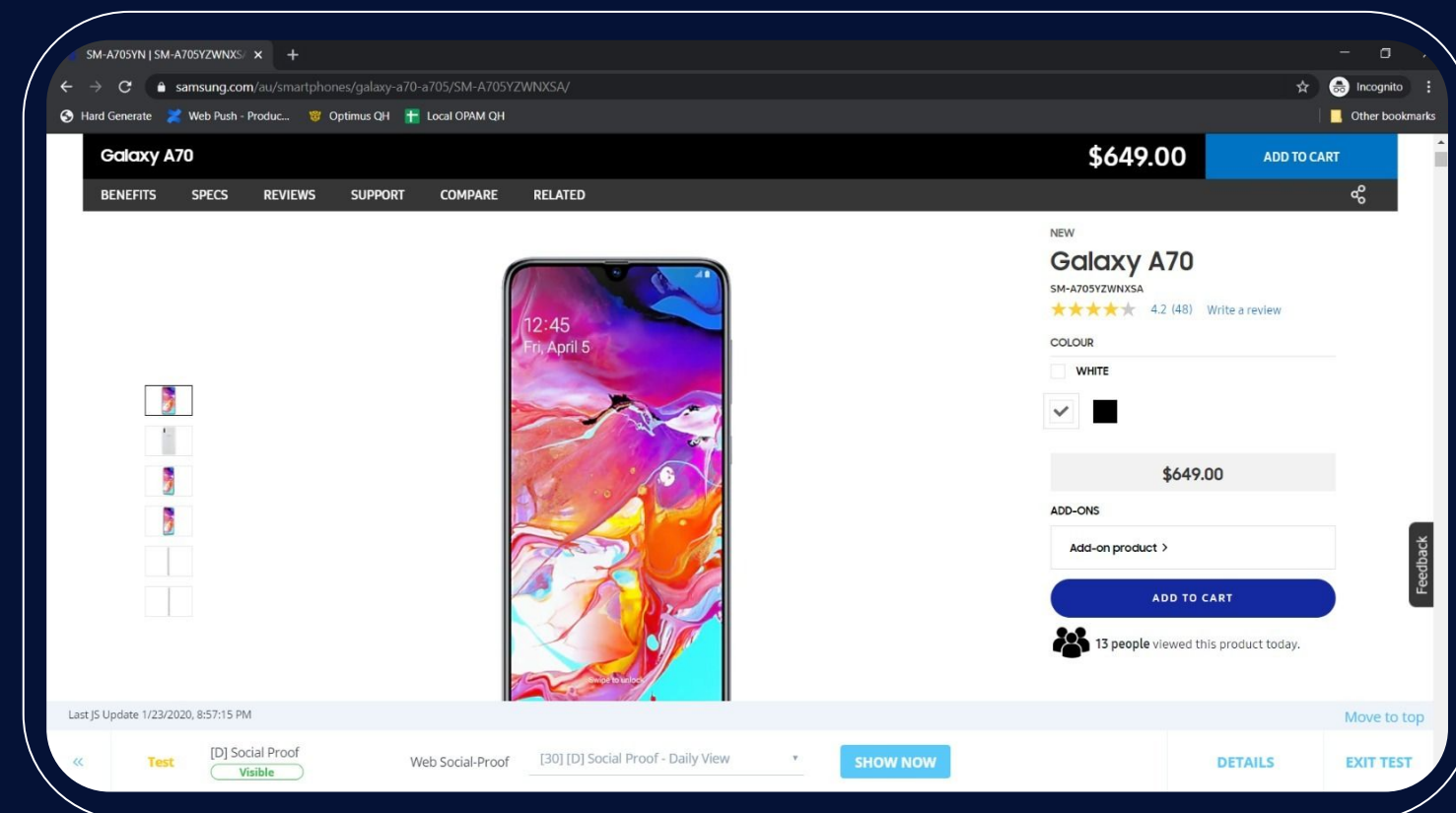
Therefore, Insider was introduced to drive incremental sales and revenue. By establishing mini-goals throughout the process, we were able to go step by step through the sales funnel and begin implementing solutions at each stage.

The use of notifications and reminders drove people further down the sales funnel, regardless of where they were in the buyer's journey. Using social proof, we have also created FOMO (fear of missing out).

Social proof not only drives FOMO but also builds trust and credibility by helping prospective customers make informed choices about a product or service.

It can be in the form of reviews, case studies, or awards. The goal of social proof is to increase conversion rates and sales.

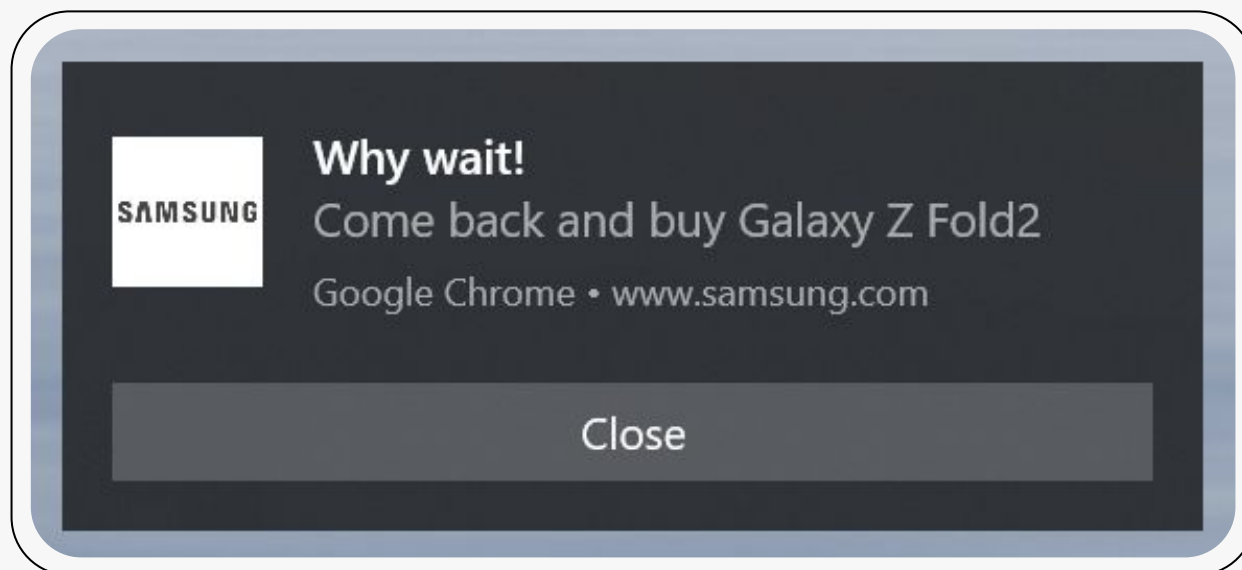
As a result, Insider's use of social proof increased the add-to-cart rate by **36% YoY** or **91% in QoQ**.



Web push leads to a 4% conversion rate in browser abandonment

When Samsung's online shopping sessions dropped in product view, Insider recommended browser abandonment and web push notifications.

When the shopper returns from off-site or leaves the computer, the message will be there.



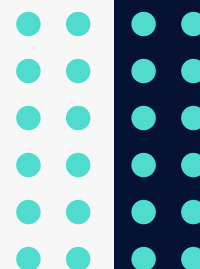
Reducing cart abandonment with advanced segmentation

Samsung saw a drastic drop in user purchasing intentions to actual purchases during their website sessions.

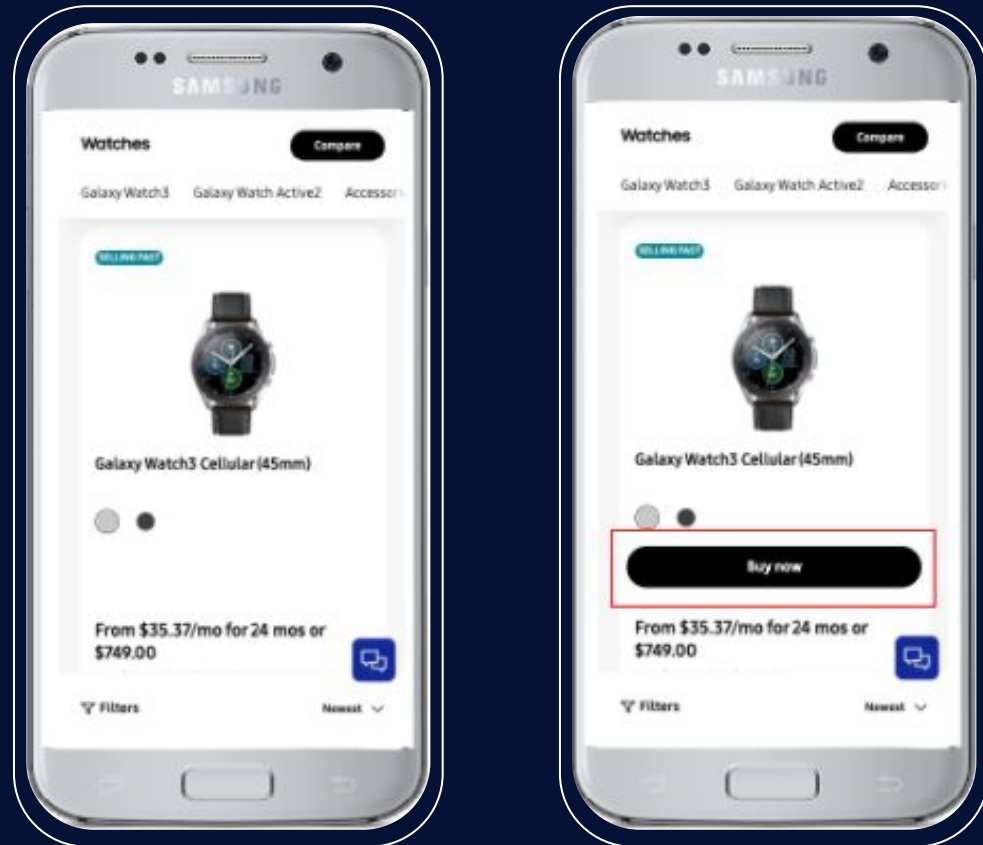
Sessions that resulted in add-to-cart actions decreased by 94%. In addition, the number of sessions with add-to-cart dropped by 88% compared to sessions with transactions.

By employing social proof strategies, Samsung drove add-to-cart levels and purchase triggers so consumers could make an easy purchase decision. Samsung can also integrate dynamic coupons and countdown timers to motivate customers to act now.

With Insider's advanced segmentation methods, Samsung saw a 24% reduction in cart abandonment.

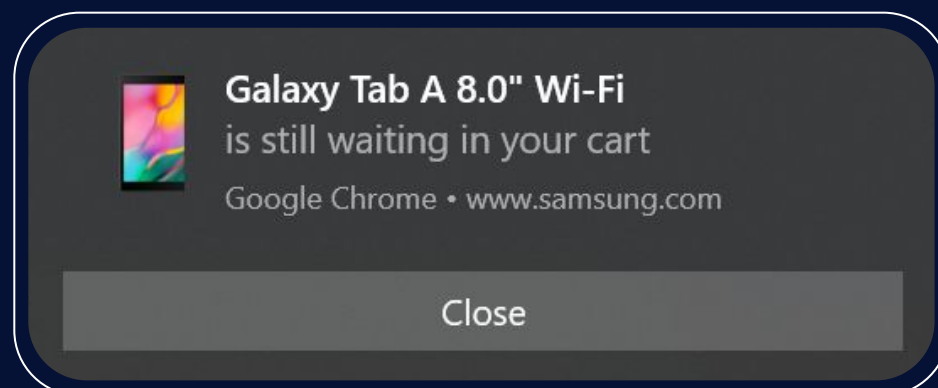
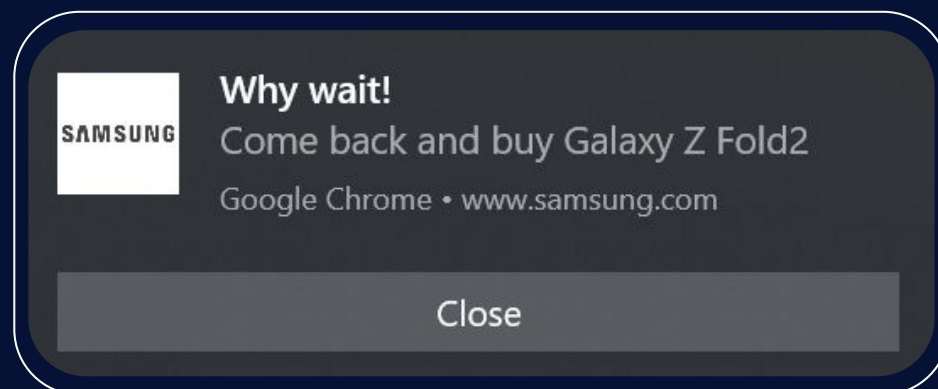


About Insider



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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