

**Insider contributes  
to 12.67% of  
All Nutrition's  
revenue in just 3  
months**

 *allnutrition* ×  Insider





Working with Insider has been rewarding, the team is very focused on service and looking for continuous improvements, they have a very valuable strategic analytical approach that ends up in continuous proposals on how to take advantage of Insider's tools and improve your business results."



**Cesar Esposito**  
General Manager  
All Nutrition

# About All Nutrition

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All Nutrition was founded in Chile in 2004. It operates 34 physical stores and an eCommerce site. With a passion for health & wellness, All Nutrition strives to provide every individual with unique experiences and advice, plus the most innovative products to improve their quality of life.

**Founded in:** 2004

**Numbers of stores:** 34

**Operates in:** Chile

**Number of employees:** 180



# Executive Summary

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All Nutrition, built on Shopify platform, wanted a solution that could help them automate user experiences and drive their online growth in Chile. They considered Dynamic Yield but ultimately selected Insider because of their Shopify integration and deep segmentation capabilities. All Nutrition was also impressed by Insider's value, pricing, and world-class service.

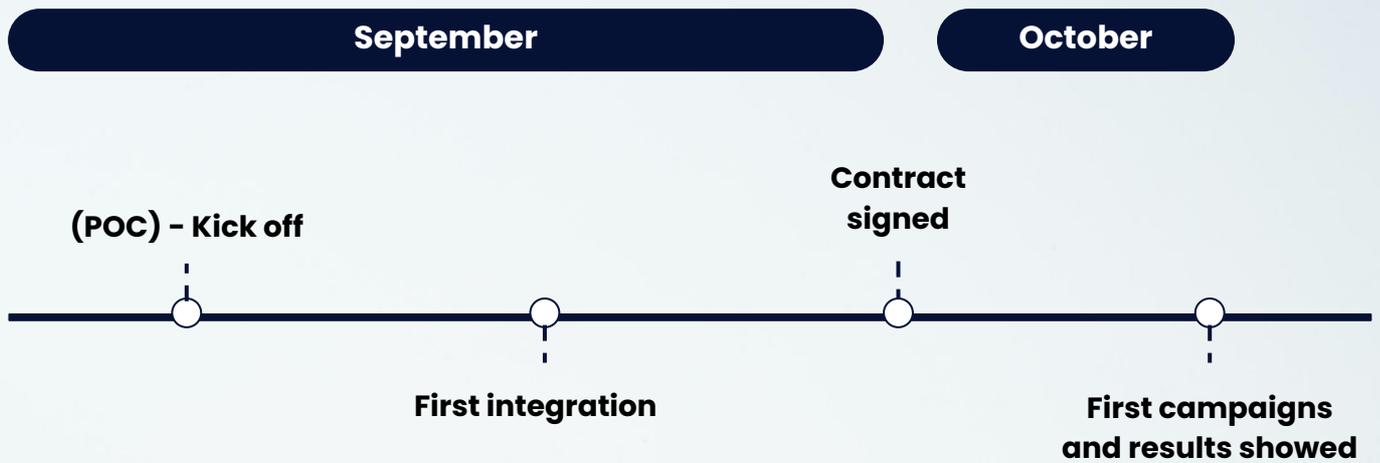
Insider's all-in-one platform eliminated the need to work with multiple small providers. **All Nutrition used Insider's Personalization, Smart Recommender, Email, and Web Push** products and didn't have to create a patchwork customer experience with limited integration.

By personalizing their online store, All Nutrition has seen incredible returns. **Insider contributed 12.67% of All Nutrition's revenue** over the past **three months and enabled the online retailer to build relationships** with customers by deeply **understanding what they need**.



# Journey with Insider

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



# Maximizing conversion rates with A/B testing with segmented smart recommendations

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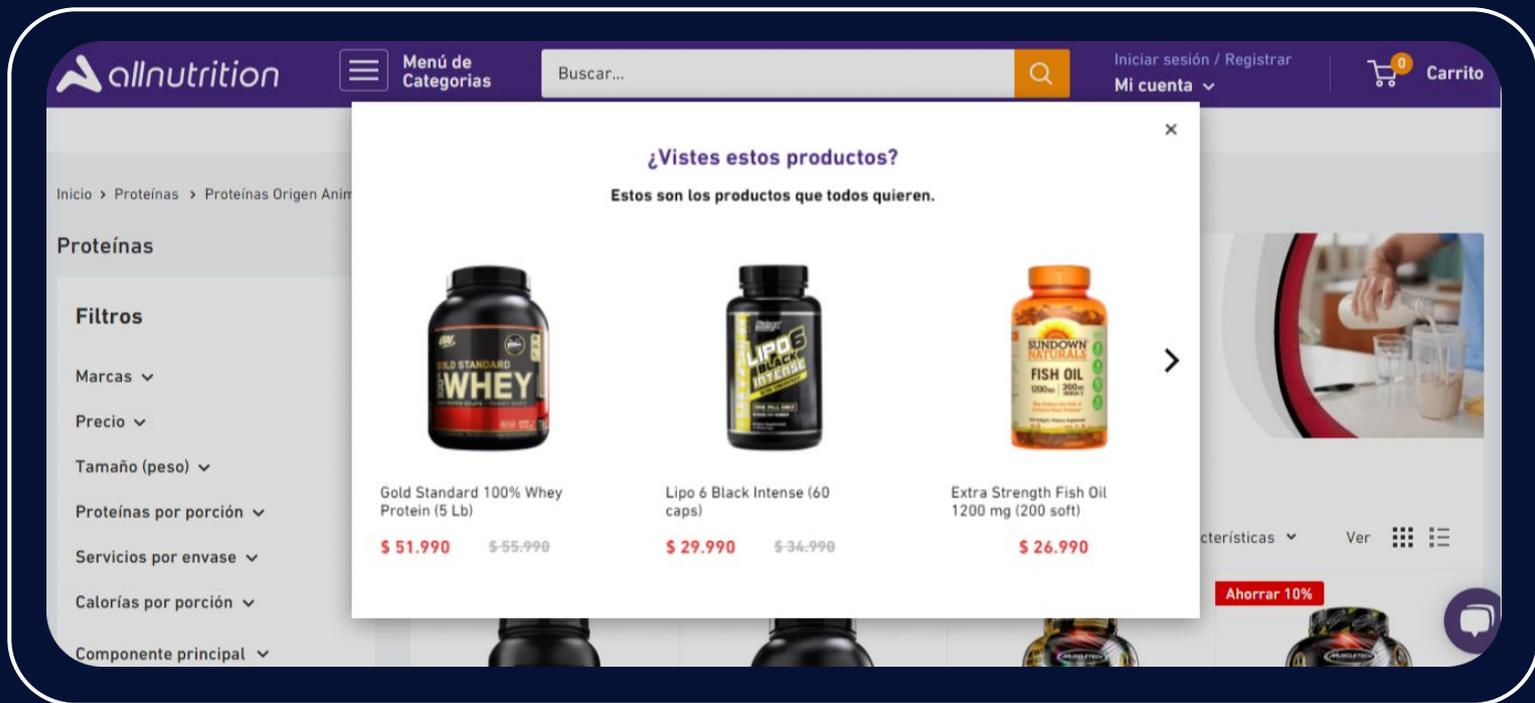
A big pain point was the drop on the Category page (users who visit the Category page but drop out before reaching the product page).

Insider recommended an exit-intent banner with a personalized recommendation (mix of two products). When the user shows exit intent from a category page, a banner with product recommendations displays with A/B testing informed by two algorithms: Top Sellers and Highest Discounted. Top sellers had a CR uplift of 12.67% and were the winners.

As a result of Insider's A/B testing, All Nutrition saw a **12.67% conversion rate increase**.



# Maximizing conversion rates with A/B testing



**12.67%**  
increase in  
conversion  
rate

# Bringing search to the forefront with A/B testing

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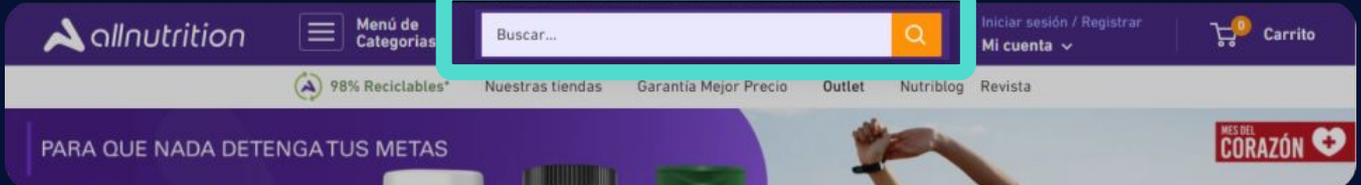
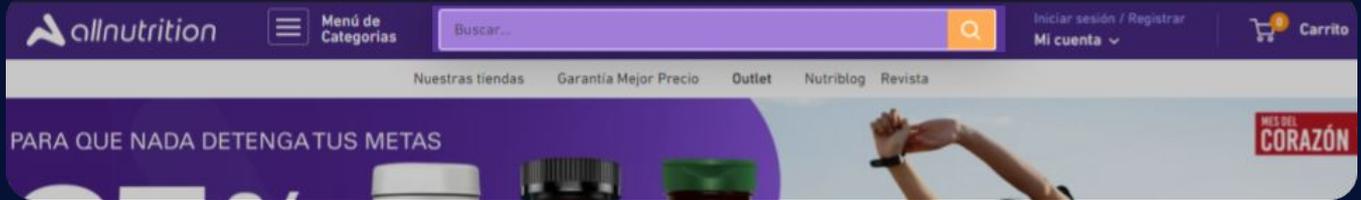
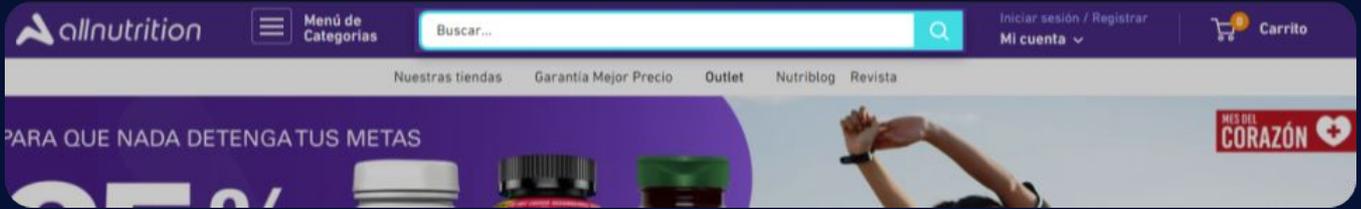
Users who search during their session have a much higher chance of converting than those who do not. All Nutrition wanted to highlight the search feature to increase conversion rates.

Insider's easy-to-use platform made it possible for All Nutrition to A/B test different colors of the search engine to determine which color attracts users and increases usage.

As a result of Insider's A/B testing recommendations and seamless experiments, All Nutrition saw an **8.03% uplift in its conversion rate.**



# Bringing search to the forefront with A/B testing



**8.03%**  
uplift in  
conversion  
rate

# Using customer feedback to improve the customer experience

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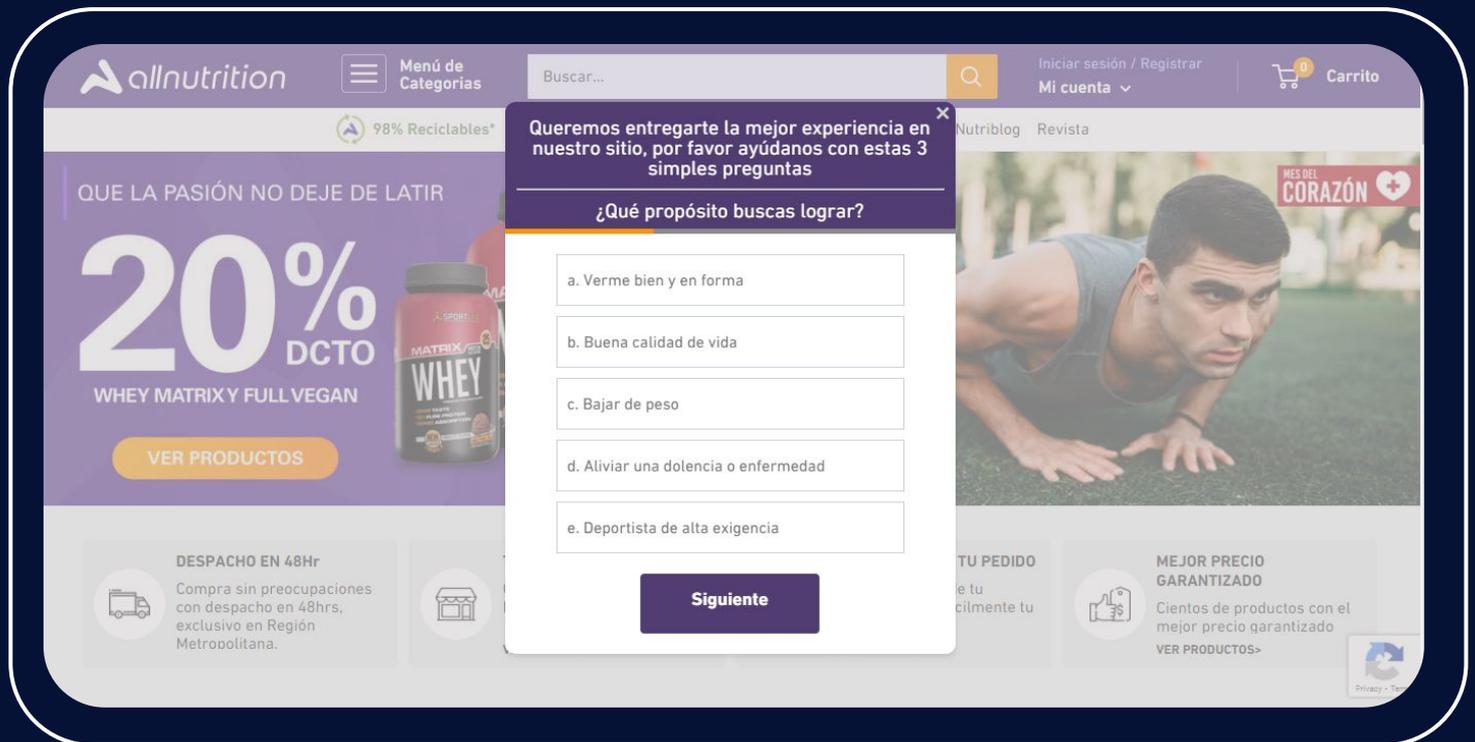
All Nutrition has four clearly defined user segments. The company needed to be able to identify precisely who these users were to customize their experience accordingly.

With Insider, All Nutrition created a survey that identified the user's segment. Having implemented this, they began to customize the webpage based on user segments - for example, personalizing the first banner the user sees when he lands on the homepage.

All Nutrition collected customer feedback seamlessly and applied those insights to improve their customer experience. They saw **CTR uplifts up to 170%**.



# Using customer feedback to improve the customer experience



CTR  
uplifts up  
to 170%

# 1.7% higher CR & 21% opt-in on Email

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All Nutrition was struggling with engaging users when they left their site. They needed a solution to bring users back to their website and increase their conversion rate.

To inspire users back to their site, All Nutrition decided to use email as their communication channel. With the help of Insider's digital growth consultant, they created segmented and automated email campaigns, including newsletters.

As a result of their relevant and personalized email campaigns, All Nutrition saw an **opt-in rate of 21%** and a **1.7 times higher conversion rate** on email than their website average.



# Email

**allnutrition**

SENTIRTE BIEN TIENE SUS BENEFICIOS

**30% DCTO**  
TODO SUNDOWN

COMPRAR AHORA

 <p>SUNDOWN Fish Oil 1000 mg (144 soft)</p> <p><b>\$9.790</b> <del>\$13.990</del></p> <p>Ver producto</p>	 <p>SUNDOWN B Complex (100 tabs)</p> <p><b>\$9.090</b> <del>\$12.990</del></p> <p>Ver producto</p>
 <p>SUNDOWN Vitamina C 1000 mg (133 caps)</p> <p><b>\$10.490</b> <del>\$14.990</del></p> <p>Ver producto</p>	 <p>SUNDOWN Calcio Magnesio Zinc (100 Caps)</p> <p><b>\$8.390</b> <del>\$11.990</del></p> <p>Ver producto</p>

LOSTESOROS DEL MUNDO NATURAL PARA CUIDARTE CADA DÍA

HASTA **25% DCTO** TODO DR.ORGANIC

COMPRAR AHORA

BIENESTAR | PROTEÍNAS | BELLEZA | Y MUCHO MÁS

Somos la tienda especialista en nutrición deportiva y bienestar del país.

- +33 TIENDAS
- PRODUCTOS CERTIFICADOS
- ENVÍOS A TODO CHILE

Opt-in rate  
of **21%**



# Looking Ahead

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All Nutrition is exploring Architect, Insider's customer journey orchestration tool. Not only will this help them segment their users, but it will also allow the brand to orchestrate frictionless multichannel experiences. Onboarding, cart abandonment, and replenishment reminders are the next exciting chapter for All Nutrition.



# About Insider

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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 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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