

With the **personalization features** we were able to **achieve a 5% increase in conversions** in just the **first month.**

 THAI
Smile × 



Building the best onsite customer experience



The algorithms is what we love best- it ensure that a lot of manual effort from our side is saved. We also loved their push notifications suite – with the personalization features we were able to achieve a **5% increase in conversions in just the first month.**

- Digital Marketing Manager
Thai Smile Airways

Our plan was to start working on the onsite personalization that would deliver a truly remarkable user experience for our passengers. With insider we were able to take this to the next level with the help of their smart tool like exit-intent overlay, website banners and personalized web push notifications.

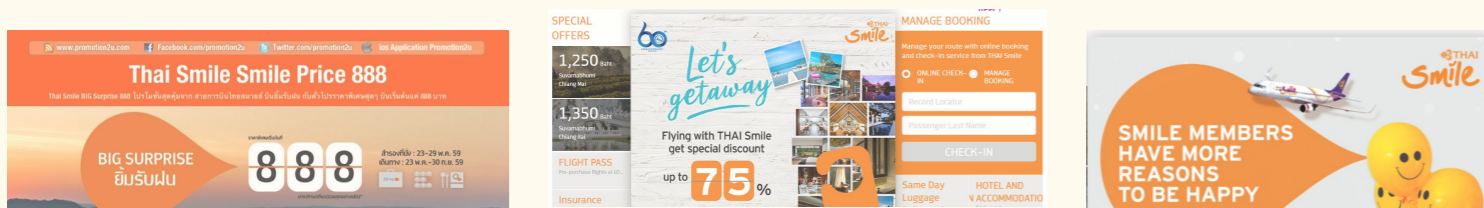
We've used these features extensively on our landing pages and noticed that our sessions, CTRs and conversion rates have improved a lot. In our line of business more people exit our page than convert, so were were taken back when we saw a 5% increase in conversions in just the first month. We're very excited to see all the things that we can do with just one platform.



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– ThaiSmile



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

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