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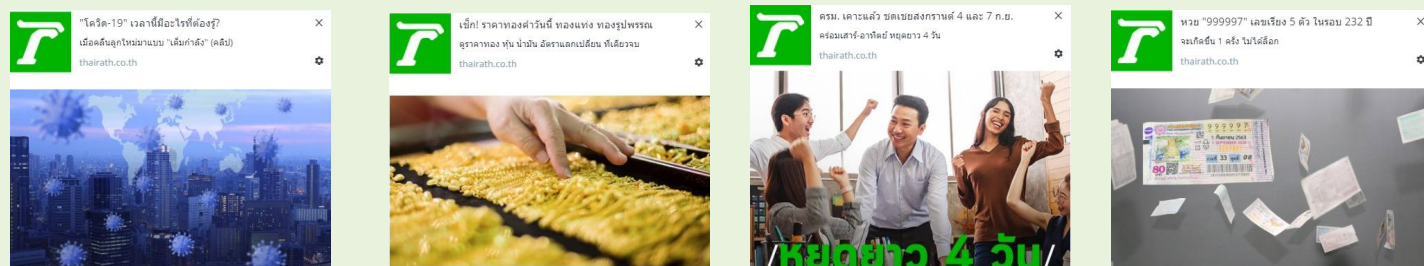


ไทยรัฐ  
ออนไลน์  
THAIRATH ONLINE



## An effective tool for optimizing web engagement

The most impressive things about Insider are their Web Push feature and Smart Recommender engine, but the thing that sets Insider apart is that they not only provide the technology but also the support and have an active account management process.



One of our top focus was to improve the traffic to our website. We were looking for ways to increase page views and pages per session, which is when we decided to try out a POC with Insider. We soon realized that Insider's **web push** turned out to be a major driver for generating traffic.

We also observed that our web push opt-in rate was higher than the industry average. We also made use of their exit-intent technology to improve our retention rates and paired it with **Smart Recommender** which greatly improved our pageviews. We saw an **uplift of 8.73%** in our sessions using these features.

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— Marketing Communications Manager



## About ThaiRath Online

The number one news website in Thailand, operated by Trend VG3 Co., Ltd. (Trend VG3). Our vision is to be the progressive link that pars Thais with the evolving world. Thairath Online visit us at [www.thairath.co.th](http://www.thairath.co.th)



# About Insider

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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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