



**Insider's social proof
gives Beacon Lighting
a 22% boost
in add-to-cart rates**

Personalized messaging par excellence & a great team

"Insider's capabilities in executing personalized messaging are amazing. It has allowed us to go to market a lot quicker than expected. The Insider team is very knowledgeable and fantastic at providing suggestions to improve ROI and increase conversions. The team is pleasant to work with, and their people are so approachable that it often feels like they're an extension of our team."

About



Beacon Lighting

Beacon Lighting's story began in Melbourne in 1967 with a single store and the drive to brighten up people's lives. Since then, the company has become Australia's leading specialist retailer of lights, ceiling fans, and light globes, with over 110 stores nationwide and a team of over 1000 people.

More info:

<https://www.beaconlighting.com.au/our-story>

Founded in: 1967

Numbers of stores: 110

Operates in: Australia

Number of employees: 1000

Hear from Beacon Lighting about the experience

“From our first interaction with the team at Insider, we’ve been amazed and excited by the capabilities the platform has provided us. It’s been a wonderful experience working with Insider too, with stellar outcomes achieved in the most agile way possible. Working with the Insider team has been as smooth as working with an in-house team, the result of open communication and dialogue. On the whole, it’s been fantastic to work with Insider. ”

Beacon Lighting has both B2B & B2C business models implemented by a very lean team. The company was on the lookout for a platform that would cater to both their existing business channels but without requiring extensive development. Beacon Lighting sought out consultants who could help them incorporate best practices and identify significant benchmarks. Of those, Insider was the only provider covering all these requirements, offering cross-site personalization and the consistent and reliable support of experienced consultants.

Prior to teaming up with Insider. Insider's easy-to-use technology, with its simple setup, made it a clear winner for Beacon Lighting. The consultant team at Insider was an added bonus, offering Beacon Lighting additional value and consolidating their investment.

Executive Summary

Journey with Insider

Dec 2019
Contract sign-off

Dec 2019
Kick-off meeting

Beacon Lighting has had a smooth integration process, with Insider's team on hand, helping them achieve success.

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Jane Houghton, E-Commerce Marketing Manager @ **Beacon Lighting**

Nov 2019
First campaign launch

Nov 2019
Integration began (in one-month Proof of Concept phase)

Dec 2019
First results

Improving add-to-cart rates using Social Proof

- **Challenge**

As COVID hit, Beacon Lighting's offline store sales declined because customers wanted to see the products before buying. The challenge was to create buzz on the online store and make the most of the traffic to increase sales.

- **Result**

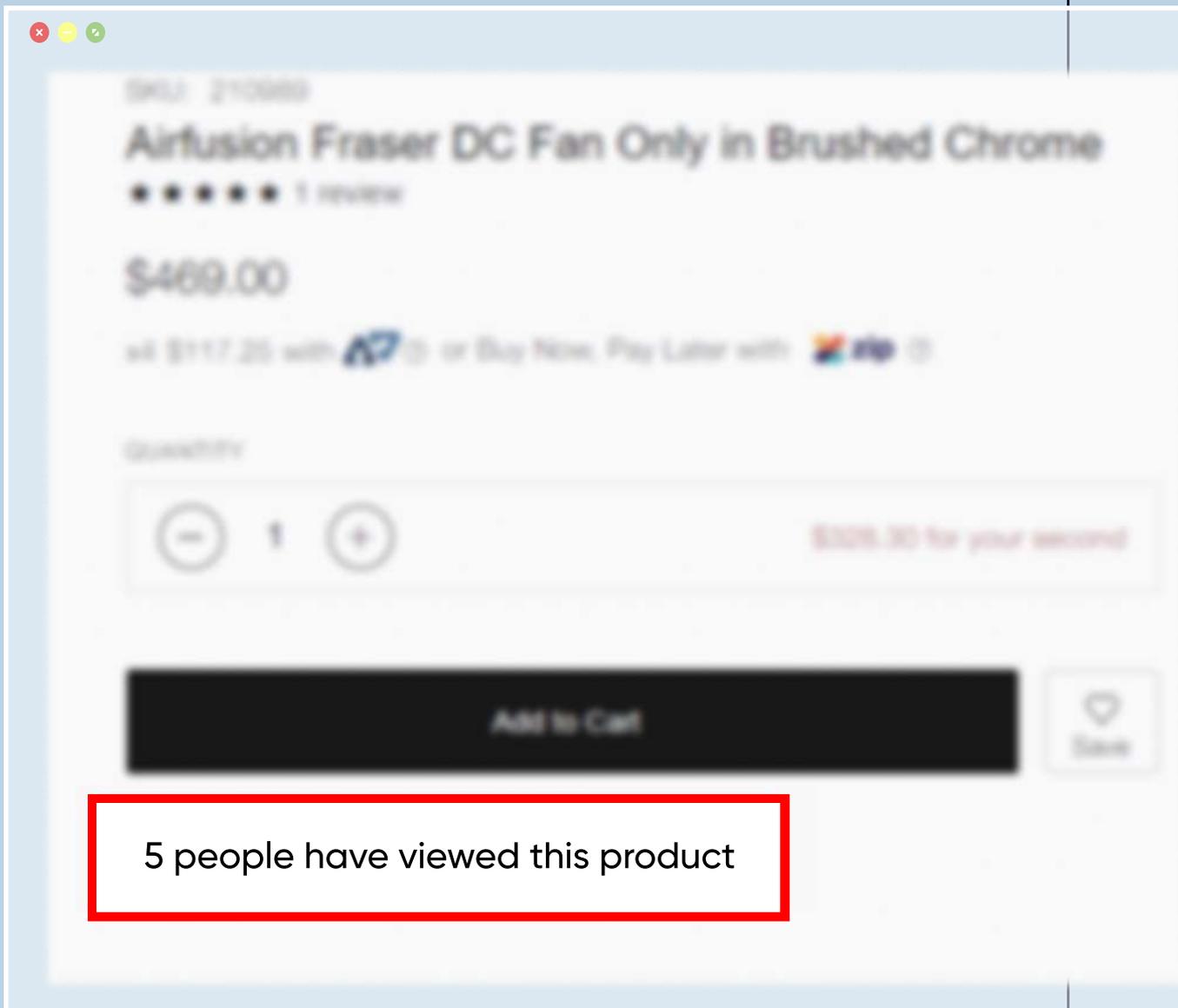
Social Proof proved to be highly effective for Beacon Lighting, resulting in an **increase in add-to-cart rate of 22%**.

- **Solution**

Insider conducted research into Beacon Lighting's website audience then created a personalized approach to improve add-to-carts. By using **Social Proof** with segmentation, we were able to improve their outcomes for this problem. By simply showing the number of product views, Insider was able to give the social proof needed to encourage customers to add the item to their cart.

22%

increase in
add-to-
cart



5 people have viewed this product

Encouraging purchases on mobile and nudging users ahead in the buying process using **Cart Reminders**

- **Challenge**

By observing traffic on their website, we noticed that customers were purchasing more when viewing products on a bigger screen. Customers using mobile interfaces were more likely to abandon their cart, with users not reaching the check-out page.

- **Solution**

To increase checkout page views, Insider's experienced consultants suggested the use of **Cart Reminders** when users showed exit intent or abandonment behavior.

- **Result**

Using cart reminders, Beacon Lighting was able to achieve a 10% uplift in pageviews when customers searched for products on mobile, with the campaigns also driving a large amount of last-click revenue.

Free Shipping For Orders Over \$50

Beacon

Order Total: \$ 469



Search



Flusso 132cm DC Fan with
Light in White

\$ 569



GE 4.7W LED Opal SBC
Candle Warm White Globe

\$ 8.50

Atlanta 142cm DC Fan and
Light in Black

Proceed to Checkout

10% uplift in
page views

Improved communication and visibility of sales and discounts using **product badges**

- **Challenge**

Beacon Lighting sought to amplify seasonal offers, discounts, and limited-edition releases, and support its strong offline presence. They wanted a means to showcase new products on the website to enable better product discovery.

- **Result**

Through the easy addition and removal of product badges, Insider was able to help Beacon Lighting achieve a **4% product pageview uplift on Desktop** and a **remarkable 27% product pageview uplift on mobile**.

- **Solution**

Insider's team recommended the use of engaging product badges to highlight sales and discounts on various products. This helped increase the exposure of certain products.

Desktop: 4% product pageview uplift

Mobile: 27% product pageview uplift

Wishlist



AS SEEN ON THE BLOCK

AXA Uno Rimless Back To Wall Pan Soft Close Quick Release Seat White (4...

Product Code: 9509198



\$939.00 (inc.gst)

ADD

30%
OFF
YOUR SECOND



NEW



30%
OFF
YOUR SECOND



NEW



Eton 1 Light Floor Lamp in Walnut with Brass and Natural Linen Shade

\$349.00 ~~\$244.30 for your second~~

Eton 1 Light Table Lamp in Walnut with Brass and Natural Linen Shade

\$199.00 ~~\$139.30 for your second~~

A Bright Future

Beacon Lighting has clear goals for the future, and, as part of their strategy, they are considering Insider's Smart Recommendations. The company is aware of the power of personalized search experiences, and the next step in their partnership with Insider is to increase overall purchase rates through highly personalized and relevant search results.

About Insider

Insider is a Sequoia-backed B2B marketing software company that empowers enterprise marketers to connect customer data across channels and systems, predict consumers' future behavior with an AI-powered intent engine, and deliver individualized customer experiences.

Insider has clients in 26 different countries, including the US, UK, France, Brazil, UAE, Singapore, South Korea, and Australia. More than one thousand enterprise brands, including industry powerhouses such as Singapore Airlines, Marks & Spencer, Estée Lauder, Virgin, Samsung, Carrefour, Santander, Domino's, Coca Cola, Toyota, Newsweek, Avon, MediaMarkt, AVIS, Allianz, BBVA, IKEA, and CNN, all trust Insider with their digital growth.

Insider has firmly established its presence as a Leader in Forrester's Cross-Channel Campaign Management and Gartner's Magic Quadrant for Personalization Engines. With a user review score of 4.6/5.0, Insider has topped G2's Mobile Marketing and Personalization categories for 18 consecutive quarters.

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