



How Riviera Maison
achieved **17.08% Uplift in**
Average Order Value (AOV)
using Onsite Personalization

Greater Freedom to Optimize The Onsite Experience

“With Insider, we can deliver the same great customer experience online that we provide in-store. We feel confident that we have made the right choice because of the ease of integration, complementary product stack, and Insider's experienced team of growth consultants. For brands looking to achieve their full spectrum of digital growth goals, Insider is a good choice.”

*-Ruggero Loda, Head of E-Commerce,
Rivière Maison*

About



Rivière Maison

Rivière Maison was founded on the Amsterdam Overtoom when Jacques and Dini Teunissen opened a flower shop on March 1, 1948. Dina and Jacques son, Henk took over the business in 1985. The brand grew rapidly in The Netherlands and spread throughout Europe. Today, Rivière Maison is an international home and interiors brand with global reach. Exclusivity, atmosphere, and service are their core values. The continuously changing collections are contemporary, surprising, and create the warm feeling of being at home wherever you might be. Home is where you can be you.

The exclusive collections of Rivière Maison are made with an eye for detail and materials that are "alive," contributing to their furniture and accessories' unique appearance.

Founded: 1948

Numbers of stores: 15 stores and 600 points of sale

Operates in: Physical stores in The Netherlands and Germany. Also present in 30 European countries online and through channel partners.

Number of employees: 350

Executive Summary

Rivière Maison was initially attracted to Insider after seeing the depth and breadth of personalization strategies being leveraged by some of Insider's 1,000+ clients.

Before engaging Insider, Rivière Maison worked with several consultancies specializing in UX to build their tech stack, which included:

- Email
- New Relic
- Google Tag Manager
- Magento

The company realized that they were unable to make improvements, optimizations and, carry out A/B tests across their digital channels, without relying on a third party vendor acting as their IT department. Rivière Maison needed a solution that would solve this problem, so they approached Insider.

Enhanced revenue generation and CR uplift were two key factors driving their decision. Rivière Maison also wanted to use Insider to deliver a best-in-class online customer experience, that is aligned to their exceptional in-store service.

For Rivière Maison to achieve their ambitious digital goals, collaborating with Insider was an easy choice given Insider's industry-leading platform, user reviews and experienced digital growth consultants

Journey with Insider

Insider actively engaged with the Riviera Maison team, helping them to identify the best features for their business needs.

"We carefully selected Insider, and the extremely smooth, problem-free onboarding process only reaffirmed our belief in having made the right choice. We were able to see results three days after the first campaign launched, and we have been thrilled about how efficient the platform is in addressing all our needs."

*-Ruggero Loda,
Head of E-Commerce,
Riviera Maison*

01/11
Contract Sign-off

04/11
Kick-off Meeting

17/11
Integration takes place

23/11
First campaign launched

26/11
First results achieved

Simplifying Onsite Navigation Directing Users to Popular Products

- **Challenge**

The Home and Furniture segment offers a large range of products, making it difficult for users to find popular products on the website. Rivièra Maison wanted to simplify product discovery and site navigation, making it easier and faster for their customers to find the perfect products.

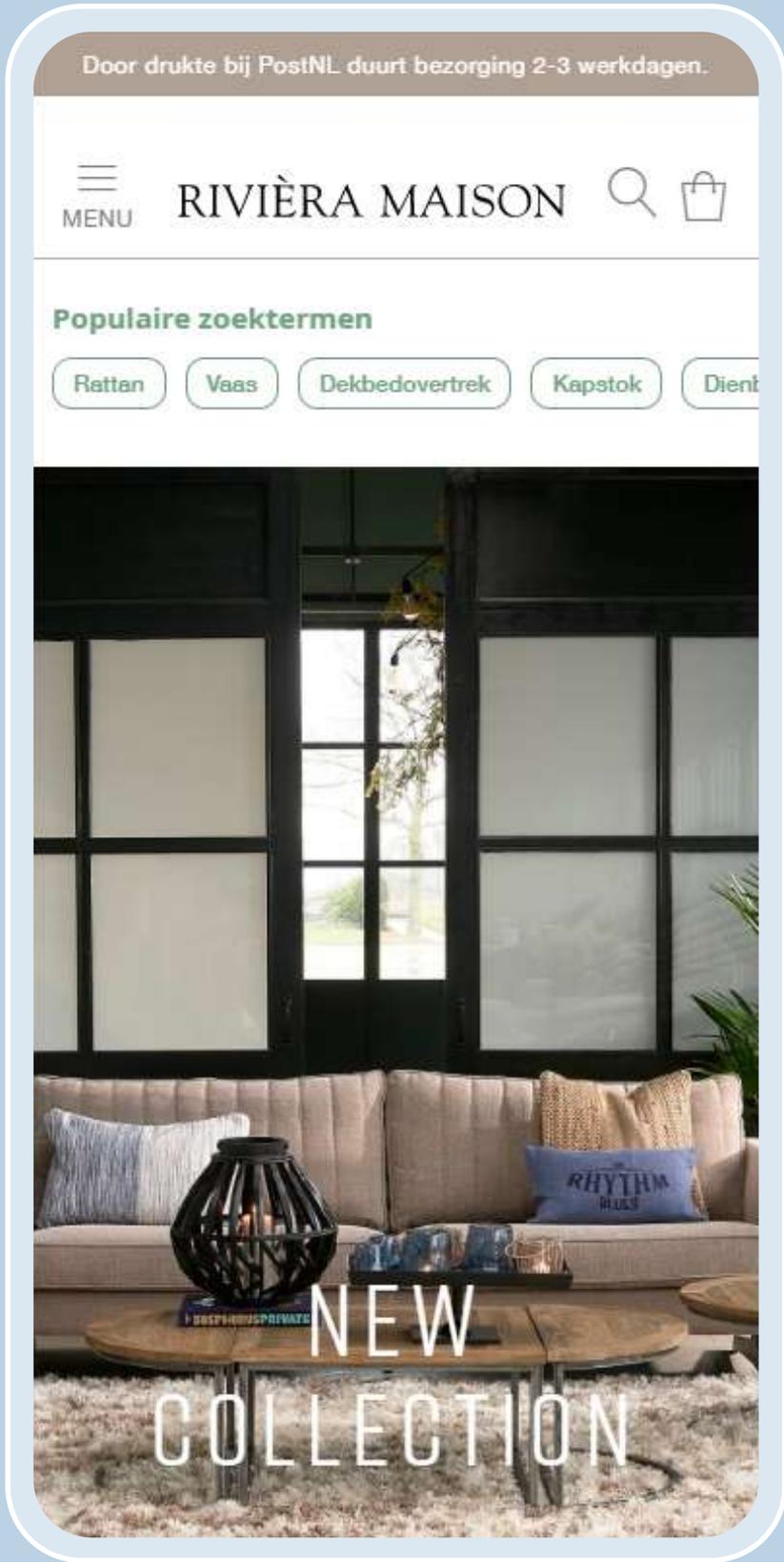
- **Result**

Rivièra Maison observed a **17.08% uplift in Average Order Value** using this strategy.

- **Solution**

Insider's AI-powered capabilities helped identify different user behavior patterns and recommend relevant product categories, making it easier to navigate the site. Personalized "top searches" were added to the main navigation.





17.08% uplift in AOV



Promoting Recently Viewed Products to Prompt Customers to complete their Purchase.

• Challenge

Rivière Maison observed that their average customer would search for multiple product categories in multiple visits, before abandoning their search. The brand needed to find a way to engage users off-site and direct users back to the products they'd forgotten to complete their purchase.

• Result

Rivière Maison observed a **12.25% uplift in AOV** using this capability. The campaign was so successful that the business is adding a "Recently Viewed Products" as a native content block on the website.

• Solution

With Insider, the Rivière Maison were able to create a personalized and convenient overlay for returning visitors, highlighting their "Recently Viewed Products". This powerful tactic shortcuts the time a user takes to navigate to the Product Detail Page to help them complete their purchase with the minimal number of clicks.

12.25% uplift in AOV

Hoogte (cm)	76
Materiaal	Gerecycled Eikenhout, Eikenhout
Verzorging	Materiaal met droge doek afnemen
Familie	Miller

RECENT BEKEKEN



Sierra Marble Square Lamp Base

€ 199

BEKIJK PRODUCT



Courageous Felt Pillow Cover
60x60

€ 39,95

BEKIJK PRODUCT



Hudson Dining Table Extendable

€ 2.499

BEKIJK PRODUCT



Lake Como Dining Chair, leather,
oharooal

€ 419,30 ~~€ 599~~

BEKIJK PRODUCT

Last JS Update: 12/7/2020, 11:29:51 AM



TEST

[D] Recently viewed items

Visible

Web Versus [61] [D] Recently viewed items

SHOW INSTANTLY

Using Pre-Filled Forms For A Faster Checkout Experience

• Challenge

Rivière Maison observed that numerous users dropped off at the checkout page, before completing their purchases. The brand wanted to arrest user drop-off by identifying the pain points and exploring ways to deliver better onsite experiences.

• Solution

Insider suggested implementing pre-filled forms to improve the checkout experience and reduce manual effort by the customer. Additionally, these pre-filled placeholders gave users direction, positively impacting their checkout experience.

• Result

Rivière Maison observed a **7.38% uplift in conversion rate** from this strategy.



Door drukte bij PostNL duurt bezorging 6-7 werkdagen.

RIVIÈRA MAISON



BEZORGADRES

E-mail adres *

eva.jansen@gmail.com



Je kan een account maken na het afrekenen.

Voornaam *

Eva

Achternaam *

Jansen

Land *

Nederland

Postcode *

1012 XM

Huisnr. *

27

Toevoeging

**7.38% uplift in
Conversion Rate**

A Bright Future

The Riviera Maison team are currently focusing on further optimizing their newly revamped user experience, with help from Insider.

But, they have big plans to increase their personalization strategies across their website and digital channels, in the very near future.

Riviera Maison intends to use Insider's advanced segmentation capabilities to help identify and target different user groups with highly personalized campaigns, content and product recommendations.



About Insider

Insider—a 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 individualize customer experiences. Marketers use Insider’s platform to deliver experiences across channels like Web, App, Web Push, Email, SMS, and Messaging Apps (WhatsApp, Facebook Messenger, RCS).

Insider was named a Leader in the Gartner Magic Quadrant for Personalization Engines 2021 and The Forrester Wave for Cross-Channel Campaign Management 2021. The company has been named the #1 leader on G2’s Mobile Marketing Software and Personalization Grids, with a 4.7/5 rating based 100% on user reviews, 20 consecutive quarters. 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 1,000 global businesses, including Singapore Airlines, Virgin, Toyota, New Balance, IKEA, Samsung, Newsweek, MediaMarkt, Nissan, AVIS, Marks & Spencer, Allianz, Santander, BBVA, Pizza Hut, Avon, and CNN.

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hunkemöller



IKEA

OTTO

**UNI
QLO**

GAP

Lenovo