

How OTTO Achieved 5% Uplift in Average Order Value Using Onsite Personalization

OTTO

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Insider





Greater freedom in testing and onsite optimization

Insider's platform enables us to constantly test campaigns and identify the best performing one to help us improve our onsite experiences. We admire the smooth and quick integrations process as well as the continued strategic support we get from our account managers at Insider in optimizing our campaigns. We're thoroughly sold on Insider's time-to-value which is the fastest in the market and we're seeing incredible results in the short time we've used the platform.

Corny wan de Wal

Team manager product and design

OTTO



About OTTO

OTTO is a German mail-order company and currently one of the world's biggest e-commerce companies for Shoes. Werner Otto founded the company with his mail-order company in Hamburg in 1949. In the 1970s, OTTO began expanding its field of activity, through acquisitions, the organization succeeded in becoming the market leader in Europe, and by 1979, a Dutch subsidiary was added: OTTO B.V. in Tilburg. In the 1990s the OTTO Group was created.

Today, OTTO Group has grown into one of the largest home shopping organizations worldwide, after Amazon.com, and is headquartered in Hamburg. In 2010 OTTO announced a new strategy to be an "online-only" player. Today, OTTO is a provider of the complete Fashion range, Living and Technology products, and is a company that invests a lot in the long-term relationship with its customers and keeps eco-sustainability at its heart.

Founded in: 1949

Numbers of stores: Online only

Operates in: +20 countries

Number of employees: 50.000 employees worldwide



Executive Summary

OTTO wanted a solution that would enable them to quickly implement onsite personalization—one that did not require heavy IT dependency. They were also looking for a tech solution that could facilitate A/B testing in short term and offer insights on how these performed to drive their digital growth. Insider's platform facilitated easy UX optimization with room for delivering animated campaigns and interactive personalization solutions such as onsite gamification and purchase progress bars for the website.

The ROI from Insider's platform was aligned with OTTO's expectations and they were impressed with the results. They also found the helpful expertise from Insider's French partner success team a big plus in the long-term association. Insider offered the following benefits

- Quick implementation
- Optimized price vs quality
- Ready-to-use templates and help from the team for a faster time-to-market

Executive Summary

OTTO's tech stack among other services they were using include the following-

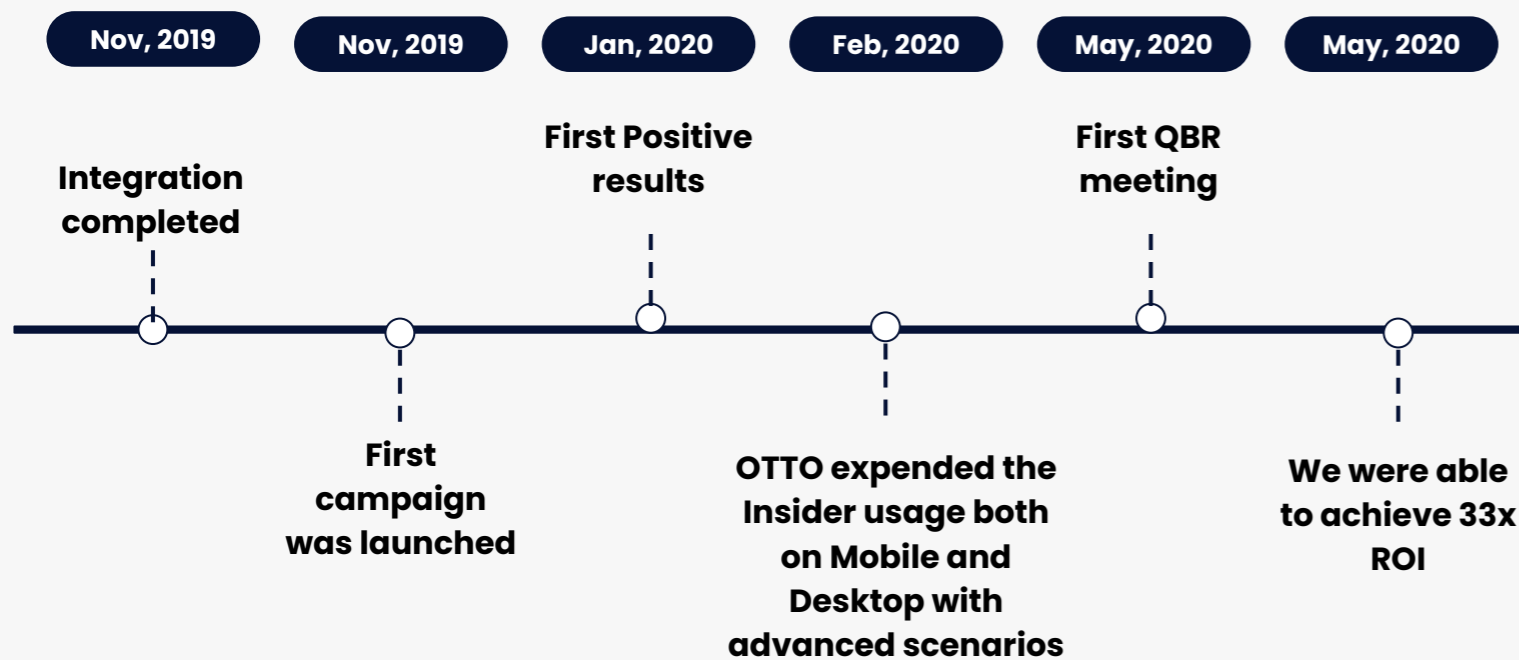
- Novamind iShop
- Hotjar
- Adjust
- Google Analytics
- Global Site Tag

OTTO loved insider's user-friendly panel and fast time-to-market which was able to drive results quicker than the other vendors OTTO evaluated.



Journey with Insider

Insider was there at every step for OTTO along the way providing strategic inputs to arrive at a solution package that best suited OTTO's needs. The journey can be summed up as:



The integration was quicker than we imagined and we could start using Insider in two hours. The team also took us through a detailed onboarding process, and I must admit, the panel is very easy to navigate and user-friendly. I've never seen such a smooth and quick setup and it's incredible when you consider the complex nature of Insider's platform. Kudos to the team at Insider who were behind creating such an amazing platform

Vasiliy Mishin

Head of eCommerce Southeast Asia

Puma Malaysia

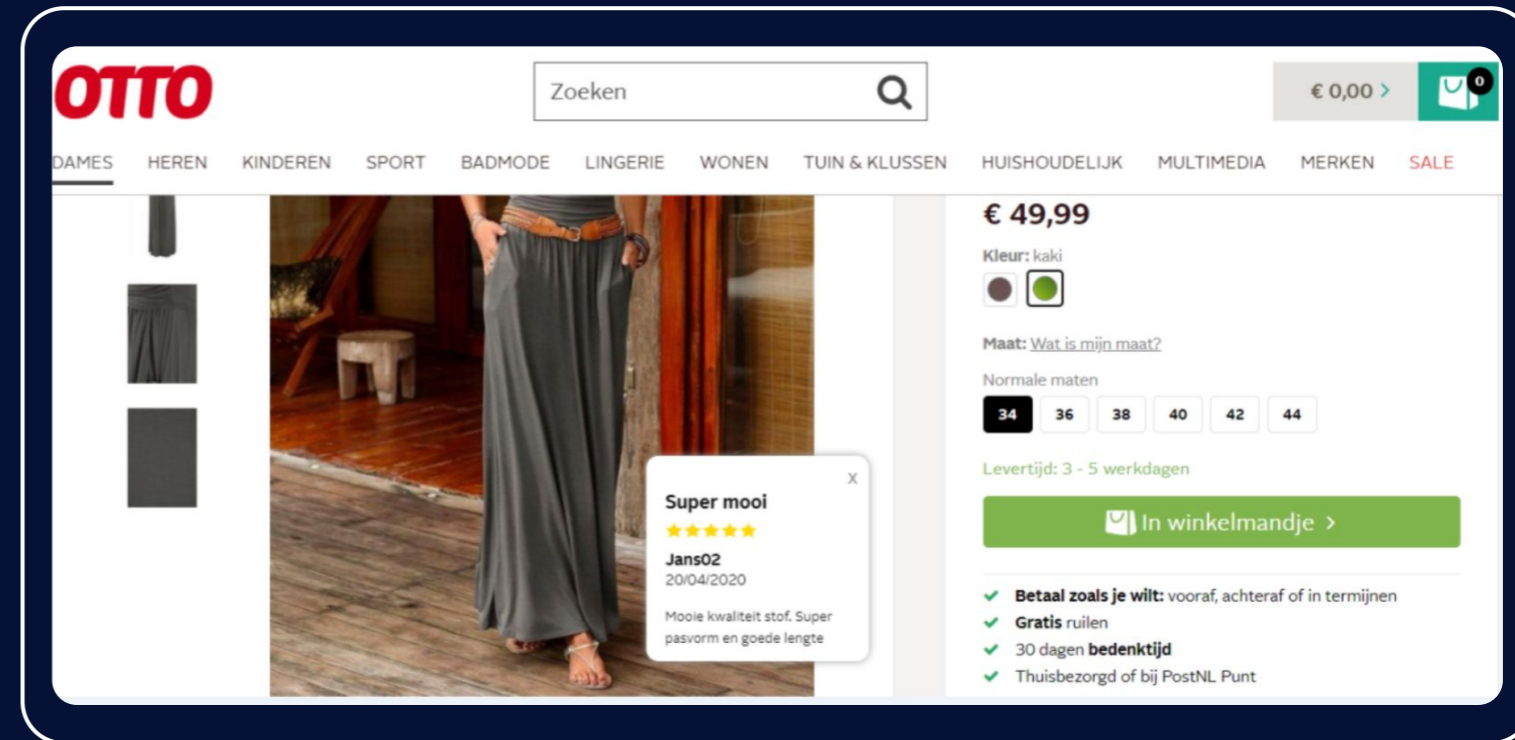


Promoting trust and reliability around products to improve purchase decisions

OTTO wanted to improve the engagement on their product pages, they realized that customers are motivated by positive reviews from other customers. They wanted to show top customer reviews on top of the product images.

Insider's growth consultants, having understood the desired goal, suggested **showing top customer reviews on the product page**. Users would see top reviews, dynamically selected from a list of reviews from other customers who have made the same purchase. These reviews would be displayed on top of the product image. Customers are motivated to make a purchase when they are able to relate to the positive experiences of other customers.

These top reviews amplified engagement on the product pages and OTTO observed a **conversion rate uplift of 8.73%** as well as a **5% uplift in AOV** compared to the control group who did not see these reviews on the product page.



8.73% uplift in CR
5% uplift in AOV



Improving user retention on the website by using exit-intent banner overlays

OTTO wanted to find a solution to retain customers on the mobile web when they are about to exit the website. This was critical for OTTO to boost engagement and improve conversions.

Insider suggested implementing an exit-intent overlay on the mobile web when a user showed signs of exiting. This exit-intent banner would display a discount offer to the user if they had added an item to the cart. Insider's Mobile Web Suite provides solutions to streamline user navigation on the small screen, promote product recommendations based on user intent as well as user-behavior triggered events like exit-intent to help optimize the mobile web experience and improve conversion rates.

Using exit-intent banners OTTO achieved a **conversion rate uplift of 15.92%**.



**15.92% uplift in
Conversion Rate**

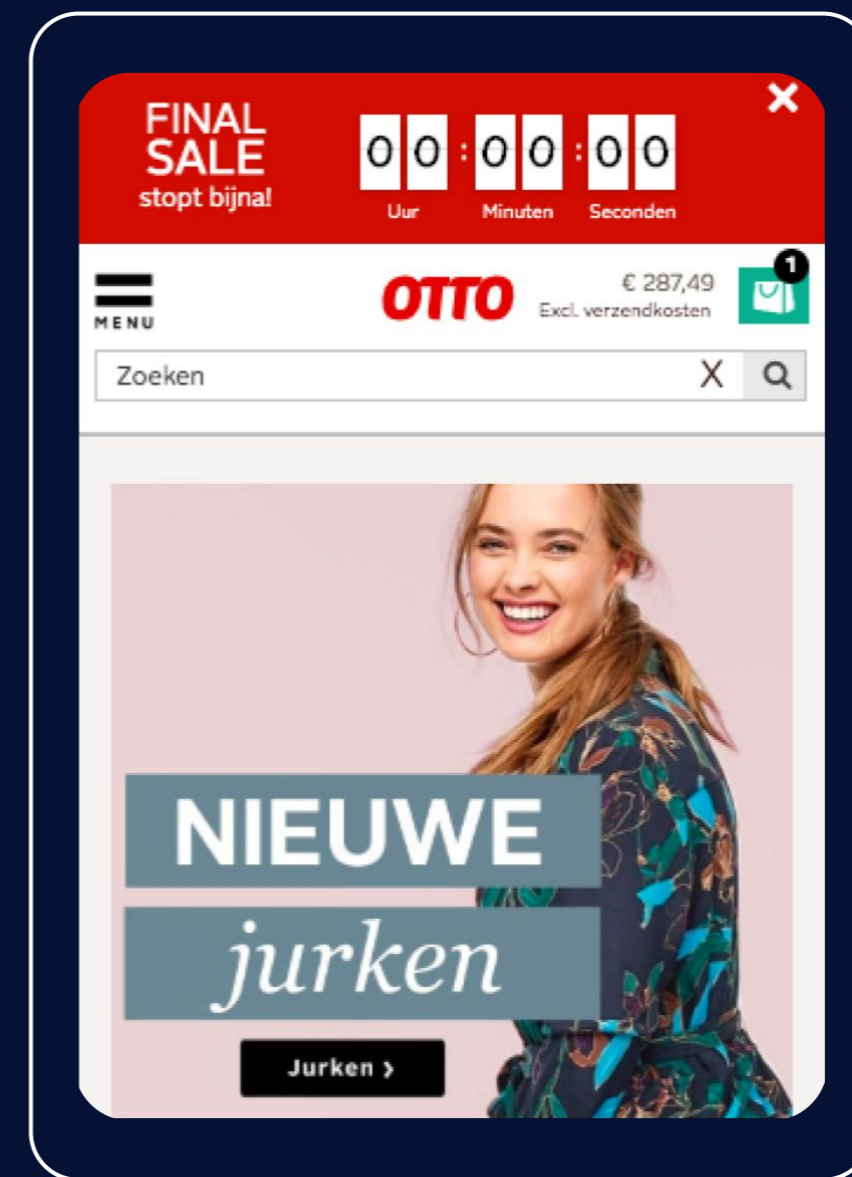


Promoting peak-season sales by creating a sense of urgency with on-page countdown timers

OTTO wanted to promote sales and create urgency during peak season, to encourage engagement and improve conversions.

Insider's growth consultants understood the situation and recommended implementing a countdown timer on the website towards the end of the sale period. This static timer would display at the top of the website and work to invoke a FOMO as the sale nears the end.

OTTO observed that this countdown timer improved the overall engagement and generated a **14.35% conversion rate uplift on the mobile web** and **18.66% uplift in conversion on the desktop** when compared to the control group who did not see this timer.



**14.35% uplift
in conversions
(mobile web)**

**18.66% uplift
in conversions
(desktop)**



Looking ahead



In the near future, OTTO will look to further optimize the conversion rate and AOV metrics. OTTO will continue using the existing set of tools and explore more insightful ways to optimize their campaigns – drawing on the expertise provided by Insider’s growth consultants.

OTTO will also look at incorporating Insider’s AI-powered recommendations solutions, Smart Recommender, into the mix to deliver more individualized product recommendations across their website. Another area that OTTO wants to focus on is delivering great customer experiences across channels—by building unique customer journeys for every customer. Insider’s Architect is a solution that fits this need.



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

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