

The revenue-driving strategies that resulted in 5X ROI for Bookblock

Bookblock × Insider





Great customer experiences = great results

We were looking for a strategic partner with the same growth mindset as Bookblock, and we definitely found that in Insider. They understand the metrics we care about the most and do everything they can to help us exceed them.

Our partnership with Insider has helped us to significantly increase our ecommerce vitals including average order value and conversion rates – both are having a big impact on our bottom line.

Insider helps us to provide our visitors with an online shopping experience befitting our premium products; injecting joy into every stage of the customer journey.

Tom Strickland

CEO

Bookblock



About Bookblock

Bookblock is the home of creative gifting. It offers customers a beautiful array of personalized cards, gifts, sweet treats, stationery, and carefully curated gift boxes to brighten the day of a loved one. Bookblock hunts for the best brands and manufactures their own goods to guarantee the best quality products to their customers.

Founded in: 2013

Operates in: United Kingdom & United States



Executive summary

Bookblock is poised for rapid growth with an ambitious target to triple its turnover. They needed an equally driven platform provider that would allow them to scale quickly and successfully and achieve their targets.

With so much to do and such little time to do it in, Bookblock selected Insider due to its ease of use and set-up, effectively freeing up development resources to work on other projects.

Insider came well recommended by other UK retailers and gave Bookblock the ability to make onsite customizations quickly and effectively, alongside personalized email campaigns. Bookblock were excited to see that Insider could bring new strategic ideas to the table.

Bookblock's tech stack



Faster purchase journeys with search optimization.

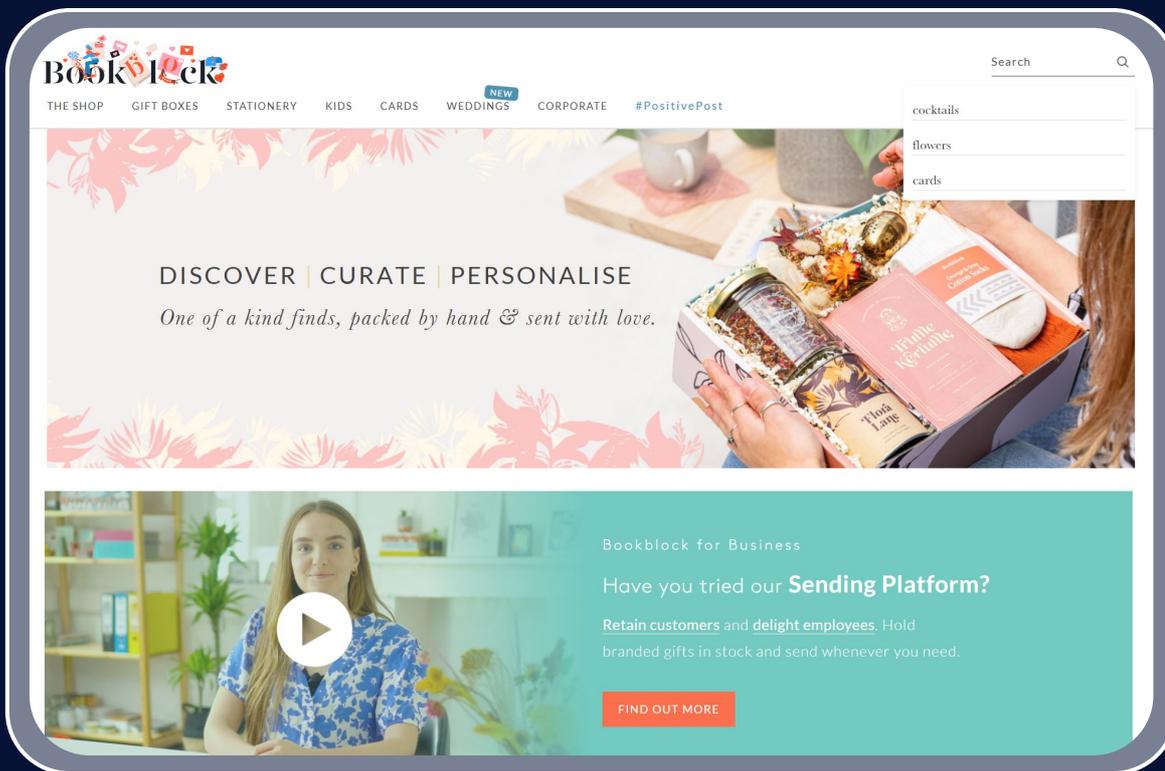
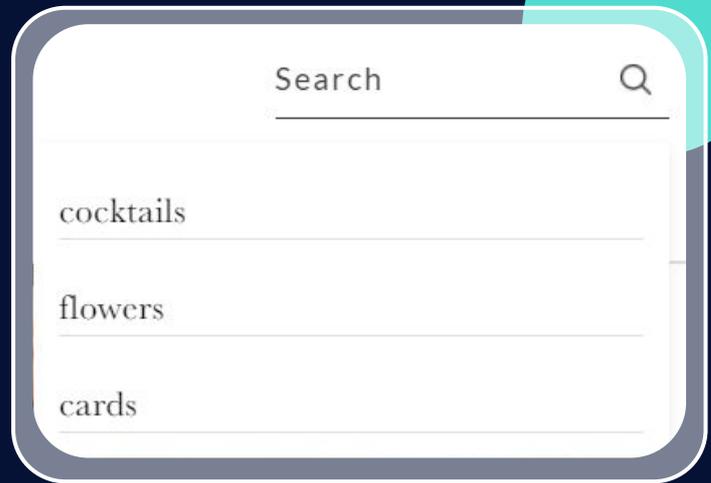
Bookblock wanted to simplify product discovery on their website, creating friction-free customer experience and speeding up the path to purchase.

Bookblock added an automated historical search keywords dropdown box to their search bar, helping visitors return to their favourite categories quickly and easily.

This effective navigational tool had a huge impact on Bookblock's key success metrics. It increased **conversion rates** by **37.66%** and average order value by **20.36%** on their desktop site.



20.36%
AOV uplift



37.66%
CR uplift

Creating urgency and increasing conversions with countdown timers

Clear communication and transparency are paramount to good customer experience. Easter is a busy gifting time for Bookblock and they were looking for the best way to make sure that no customer was left disappointed missing the order deadline in before the public holiday.

Bookblock activated a countdown timer on their website, giving the hours, minutes and seconds until the delivery cut off deadline. This not only helped with the customer service Bookblock pride themselves upon, it also created urgency for their customers and highlighted the great range of seasonal products on offer, driving them towards a purchase.

The countdown timer resulted in a **13% “Easter Gifts” page view uplift**, **6.4% conversion rate uplift**, and a **10% AOV uplift** on desktop.

On mobile devices, the **AOV uplift** was also **10%**, with an astonishing **93% conversion rate uplift**.



Desktop:
6.4% CR uplift,
10% AOV uplift



Mobile:
93% CR uplift,
10% AOV uplift



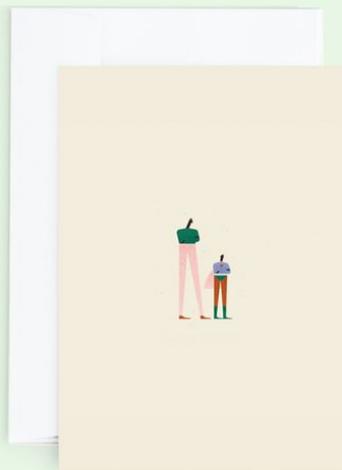
Increasing conversion rates with frictionless digital experiences

Bookblock wants to provide an effortless customer experience that helps customers to find exactly what they are looking for, quickly and easily – at **every point of the customer journey**.

Bookblock uses Insider's **web** and **mobile web optimization** capabilities to test critical elements across the website – including which CTAs drive the **highest engagement** and **conversion rates**. By testing individual elements, Bookblock has developed a deep understanding of what their customers need at every stage of the customer journey, to **drive the right behavior – and the best results**.

Thanks to the Insider platform's ease of use, the Bookblock website can be altered in a few clicks, with **no development or IT resources needed**.

Small but mighty changes such as amending the location of CTAs or updating the look and feel of page elements have produced a significant compound effect. Engagement has improved and **conversion rates** have increased by **12%**.





THE SHOP

GIFT BOXES

STATIONERY

KIDS

CARDS

NEW
WEDDINGS

CORPORATE

#PositivePost



UNIQUE GIFT BOXES

Everything we send comes beautifully packaged. You choose from our selection of fun and stylish designs to make the perfect present.

CREATE A BOX



Curated
Gift Boxes

Choose from our extensive

12% CR
Uplift

Looking ahead



Bookblock is preparing to launch InStory, personalized interactive stories, to **reduce mobile bounce rate**.

With InStory, Bookblock will bring the **power of social stories** to their site to engage visitors and inspire them to discover their products. Bite-sized, personalized stories expand from a thumbnail experience to a **full-screen immersive experience**.



About Insider

Insider—one platform for personalized, 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 as the #1 Leader in The Forrester Wave for Cross-Channel Campaign Management 2021 and Gartner Magic Quadrant for Personalization Engines 2021. The company has been named the #1 leader on G2’s Mobile Marketing Software and Personalization Grids, with a 4.6/5 rating based 100% on user reviews, 18 consecutive quarters.

Insider is trusted by over 1,000 global businesses to deliver AI-backed personalized experiences that exceed customer expectations.

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