

Insider × poplook

POPLOOK achieves over
20x ROI using Insider



Constantly evolving, responsive, and reliable

"Insider has impressed us at every step in our journey with them. By carefully listening to our feedback, they have worked on improving their products to offer features that we look for, and this way, they keep their product evolving to always meet our demands and expectations. Their incredible support team also deserves special mention for always going the extra mile to help us achieve our goals."

Iman Atira

Digital & Performance Executive

POPLOOK

About



POPLOOK

Modesty, choice, quality, affordability, inclusion and social awareness are the values that underpin the POPLOOK label. With over 1,500 design options; sizes from XS to 4XL; and a seamless online/in-store shopping experience, Malaysia's homegrown Modest Fashion Label hopes to help all women live their best life through fashion.

The fashion label carries clothing, headscarves, handbags and shoes as well as a children's range. Each year, the not-for-profit POPLOOK Gives Back campaign channels proceeds to charities that benefit women and children in need. Since its inception in 2009, the label has won numerous accolades, but the most important being the brand of choice to their customers seeking high quality modest fashion.

Founded in: 2009

Numbers of stores: 6

Operates in: Malaysia

Number of employees: 100-200

Executive Summary

POPLOOK's not-for-profit model meant that they had a small team carrying out all of the day-to-day tasks. They were on the lookout for a platform that will help them save time and effort, and also help them reach more users across different channels. POPLOOK had earlier worked with Insider until they faced a budget crunch. When they were able to get back on track, Insider was the clear choice for them to go to, again, based on their pleasant experience previously.

Insider's wide range of easy to use features accompanied by detailed training that left no room for doubt were their main reasons to continue with Insider even after the hiatus. They also especially like being able to leverage Insider's segmentation and myriad data points to efficiently automate their marketing efforts. The incredibly helpful account management team further made a strong case for POPLOOK to choose Insider over others.

POPLOOK's team worked manually on most aspects of their marketing, therefore they did not have a significant tech stack to work with, except for their old website creation platform, Presta. From using Insider, they aimed to improve their revenue and conversion rates, and increase incoming traffic to their website. They also sought to grow their internal database using Insider's segmented data points.

Journey with Insider

POPLOOK's journey with Insider was a smooth one free of any issues, with the account management team from Insider always available for any support required at all points in time.

"The team at Insider have always listened to us, including our suggestions and pain points, and have constantly evolved to add new features that solve our issues and make the platform even better to use. Because of this, we are able to keep up with what's trending in the market. With the responsive team and technology from Insider, we have great confidence about seeing continued growth and long term success."

Iman Atira
Digital and Performance Executive,
POPLOOK

17/01/2020
Kick-off for POC

Early January
Integration started

20/01/2020
Live with first campaign

29/01/2020
First results

Within one month of POC
Break-even

17/02/2020
Contract sign-off

Improving user engagement and brand exposure using interactive push notifications

Challenge

POPLOOK wanted to engage with their users better on their website and mobile app, and leverage this traffic to improve their exposure on social media.

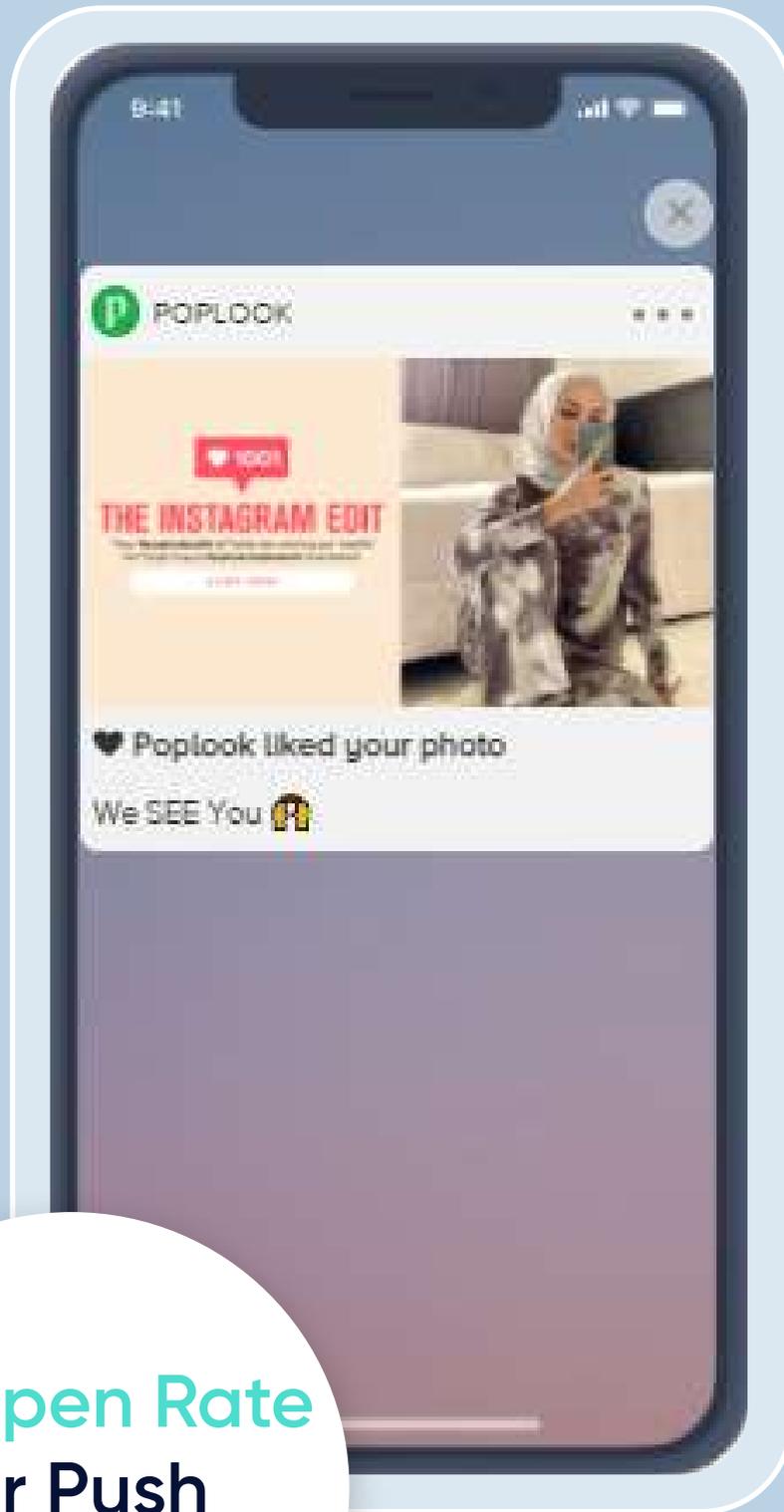
Solution

POPLOOK implemented interactive push notifications with the help of the team at Insider. These notifications conveyed to their users that POPLOOK was indeed checking out their tagged posts and hashtags on social media, and hoped that the word of mouth generated from this would further increase their brand exposure.

Result

Out of 40k notifications delivered, there was a 3% open rate immediately after they received it. This indicates that fun and interactive campaigns are effective in getting users to take action, helping improve the recall value of the POPLOOK brand.





**3% Open Rate
for Push
Notifications**



Promoting a new collection without discouraging users using email

Challenge

POPLOOK wanted to blast attractive information about their new collection for Raya, but without appearing spammy and sales oriented.

Result

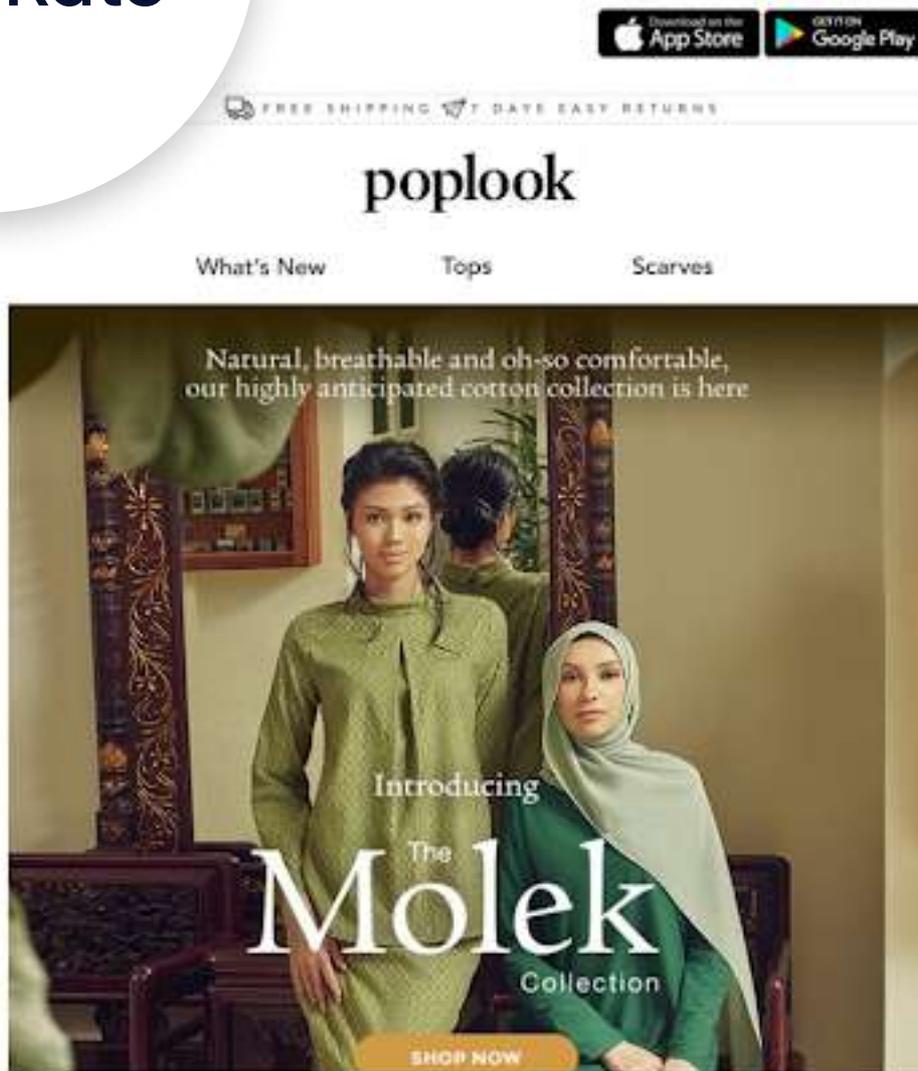
The email campaign was a success with 99.4% delivery, and a 23% click to open rate.

Solution

The account management team suggested the use of Insider's email platform to send customer-centric emails with user friendly content and structuring in a tried and tested format designed to encourage opens and clicks. This was sent to over 175k recipients in their database.



23% Click to Open Rate



Enticing customers to upgrade membership using email surprises

Challenge

POPLOOK wanted to make their customers feel like they're a part of something exclusive with special benefits and perks by moving up the membership tiers.

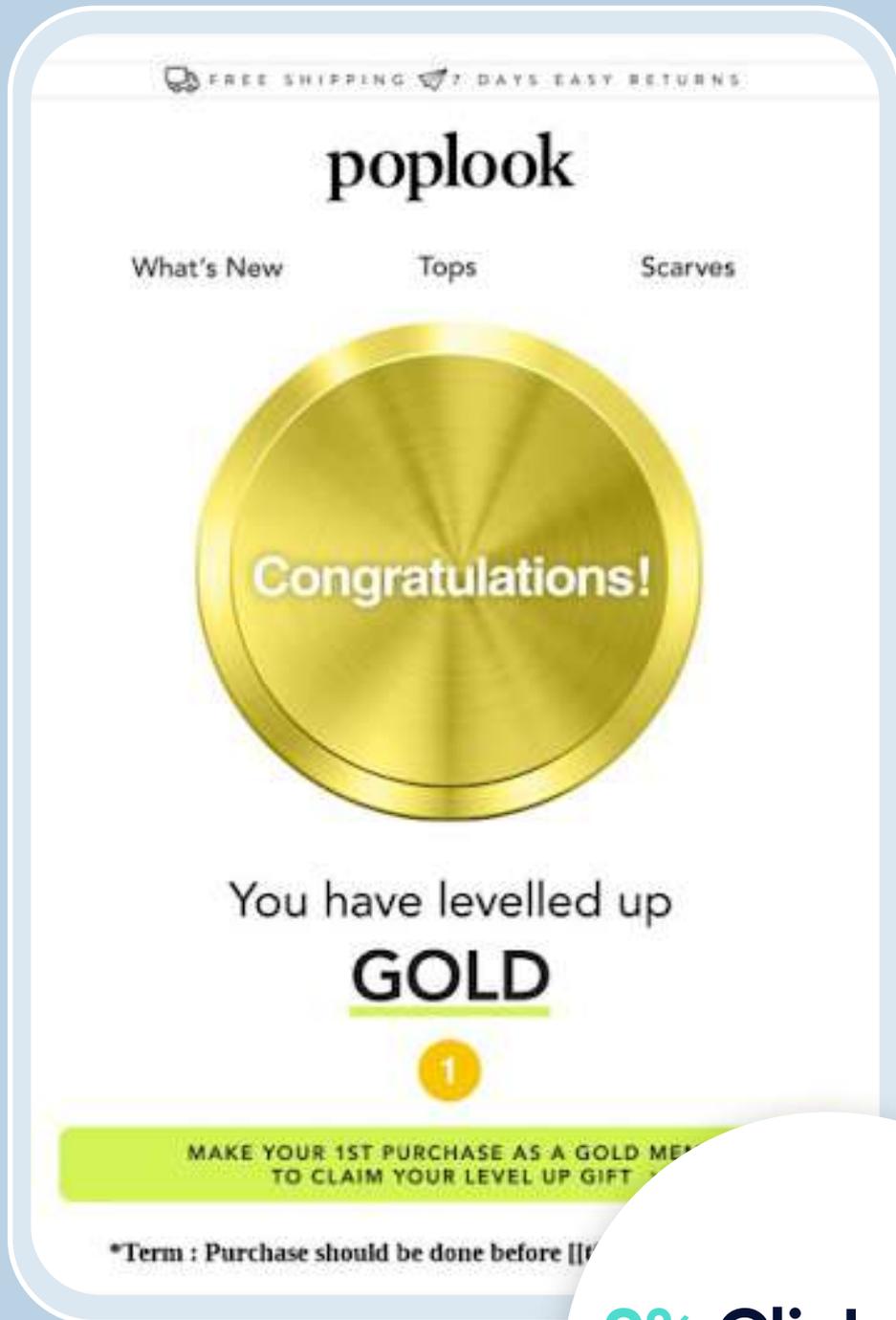
Solution

Using the email solution creatively, POPLOOK, with Insider's help, sent emails with surprise restricted access tier-upgrade with the option to claim their "level-up gift" after the next purchase. To speed up actions and create a sense of urgency, customers were also given a deadline to activate this.

Result

The emails were delivered to over 98% of recipients, and nearly 50% of them were opened, while 9% further clicked on the link in the email.





**9% Click Rate
on Email Link**



A Bright Future

POPLOOK has already kicked-off the POC with Insider for the WhatsApp messaging feature. They also aim to migrate from inMail to email soon.



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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