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**Onsite personalisation  
improves Chemist  
Warehouse's revenue by  
**26.7%** VS a control group**



# Agile, hands-on, supportive

 The Insider team is very hands-on— with a lot of providers you pay for a managed service, but Insider’s partner success team helps us get the most out of the platform. The Insider team has felt like an extension of our own, and this helps us a lot because with many tech solutions this is not the case. Insider allows us to make changes quickly with messaging, improve customer experiences, and allows us to be much more agile. Irrespective of the technology itself, the people at Insider are fantastic to work with — they are supportive & genuinely care. 

Nick Blatt  
Head of E-Commerce & Digital Customer Experience  
Chemist Warehouse

# About Chemist Warehouse

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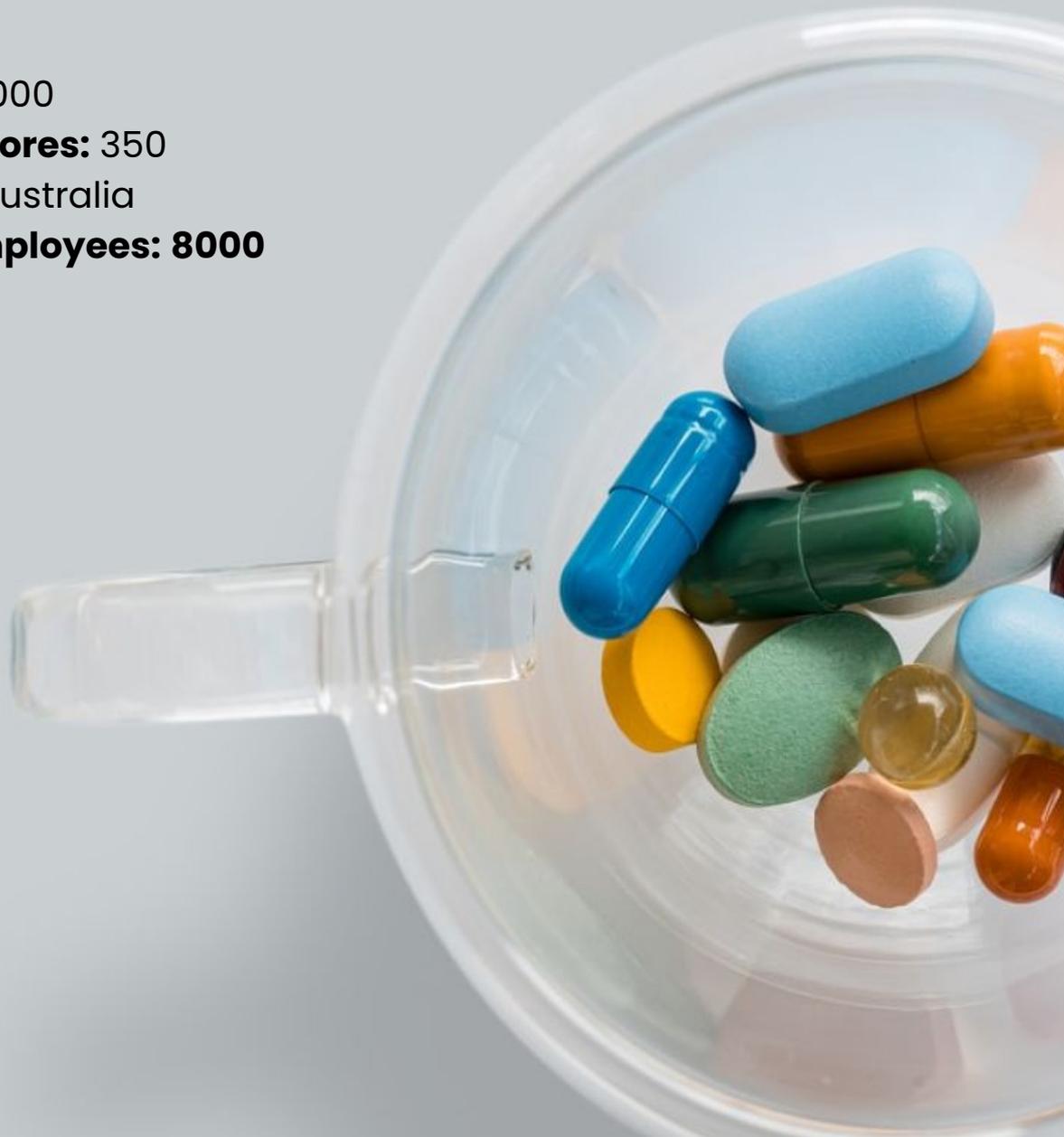
Chemist Warehouse Group (trading as Chemist Warehouse, Chemist Warehouse New Zealand, My Chemist, My Beauty Spot) is an Australian company operating a chain of retail pharmacies both locally and internationally. The company is Australia's largest pharmacy franchise retailer with over 350 stores, and employs over 8,000 staff. The company brands itself as offering discounted prices for pharmaceutical goods. The company also manages a website and a "click and collect" 24 hour dispense either pick-up and delivery service for medications.

**Founded in:** 2000

**Numbers of stores:** 350

**Operates in:** Australia

**Number of employees:** 8000



# Executive Summary

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Chemist Warehouse, being the leading pharmacist in Australia, has always kept its customers satisfied by offering the best deals available in the country on all kinds of pharmaceutical goods. They wanted to level up their customer experience and make it about more than just discounted products. To this end, they sought solutions to help them personalize their website, boost and strengthen customer relationships through improved experiences.

In Insider, Chemist Warehouse found an easy to use product with a great support team that instilled confidence in them. On the product side of things, CW was impressed by Insider's A/B testing capabilities that allowed them to experiment with different campaigns and elements and find out the ones that work best. Insider's display of immense potential which they witnessed during the PoC period, coupled with the level of assistance offered by the team for running and optimising campaigns impressed the people at Chemist Warehouse.

They chose Insider for these reasons, and it has been a mutually successful partnership over the years since.



# Journey with Insider

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Chemist Warehouse witnessed a quick, short timeline from integration to launch to results. Insider was able to help them go live with their first campaign in the month of May, 2019. They were able to see the first results for the campaign in the same month, as well.

// The journey with Insider has been seamless, with a supportive team that is fantastic to work with. As we continue to improve our personalized customer experiences, Insider allows us to learn at speed and scale the right solutions. //

Nick Blatt, Head of E-Commerce & Digital Customer Experience, Chemist Warehouse



# Smother product browsing experience with Sticky Filters

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## Challenge

When a user scrolled down on a category page with filters for browsing products and later wanted to change them, they had to scroll back up all the way to change filters. This was causing unnecessary friction and providing a less than desired experience.

## Solution

Chemist Warehouse implemented Sticky Filters with Insider's help, where the filter tabs stay in view no matter how far the user scrolls. This was beneficial as users could browse products but narrow their search if they changed their mind halfway, without having to scroll to the top.

## Result

This improved the product browsing and discovery experience on Chemist Warehouse's website, leading to an increase in revenue of 2.15% vs a control group.



# 2.15% uplift in revenue vs a control group



# Bringing back distracted customers with Tab Talk

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## Challenge

It is common for people to have many tabs open and get distracted and forget to complete their purchase when shopping online. Chemist Warehouse was looking for a solution to bring people back to their web page in an effective & non-intrusive manner.

## Solution

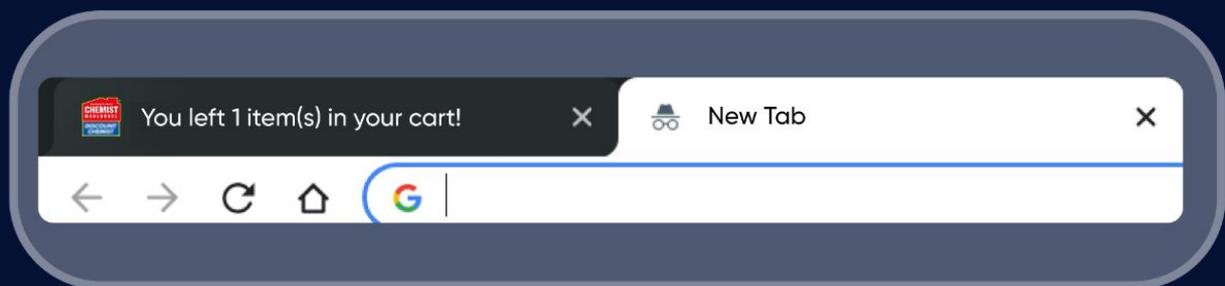
The customer success team at Insider suggested using Tab Talk, a unique solution that dynamically changes the text on the tab of the web page, especially when the customer has left the tab open and is doing something else on another tab in their browser. For example, showing that the website visitor has left something in their cart allows them to come back and complete the purchase journey, even if it had been previously abandoned.

## Result

This eye-grabbing solution was successful in getting some of the visitors to return to the website and make a purchase, leading to an increase in sales of 3.2% vs a control group.



**3.2% increase in sales**  
vs a control group



# Enhanced product adoption using Social Proof

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## Challenge

Chemist Warehouse hosts a huge number of products & categories, and it is significantly harder to introduce customers to new products when they are shopping online, since often they come with specific products on their mind that they look for and shop.

## Solution

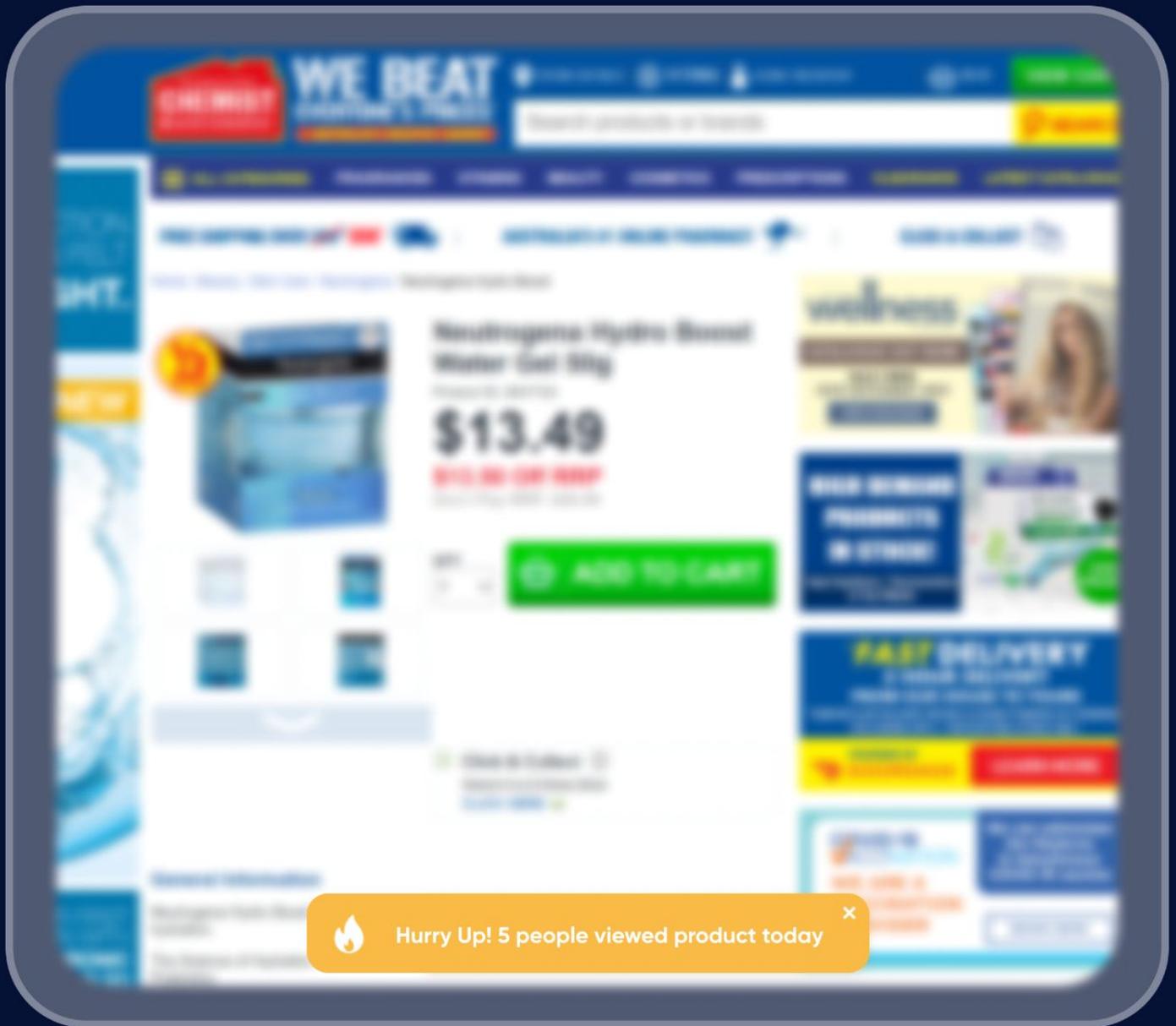
To increase the adoption of new products, Chemist Warehouse leveraged Insider's trust-building solution, Social Proof, which allows customers to see how many other people have bought or are looking at a certain product.

## Result

This solution inculcated a sense of trust in customers because others were also buying or looking at the same items, leading to a huge 26.7% uplift in revenue vs a control group after its usage.



**26.7% uplift in revenue**  
vs a control group



# Looking Ahead

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Chemist Warehouse looks to further improve their sales and conversion metrics in the future, along with re-engagement. They're also planning to focus more on bettering CX and offering more personalized experiences across different channels.

They are currently trying out Insider's Architect, SMS & WhatsApp products, and have included them in the roadmap, moving forward.



**Insider**—one 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 4.6/5 rating based 100% on user reviews, 18 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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# About Insider