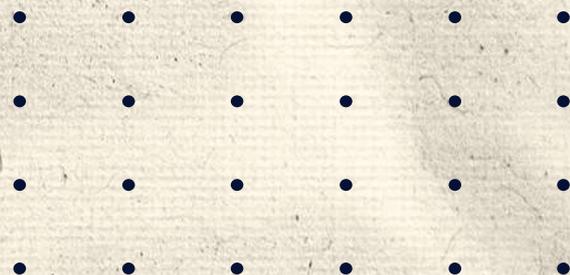


LEGO × **Insider**

Lego increased subscribers by 361% by crafting personalized email campaigns powered by Insider

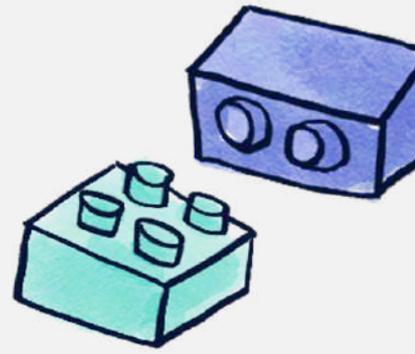


Proactive support, great relationships, simplified marketing

We have had great synergy with Insider on the whole since we started working with them. Insider's team proactively supported us during the tech integration process, suggesting best practices that will help us squeeze more out of their platform. With Insider, our whole marketing process has been greatly simplified, and it is this, along with the admirable tech support that makes them a great choice for us at LEGO/KOJ.

Francois Marque
Marketing & eCommerce Manager
Lego/KOJ

About



LEGO

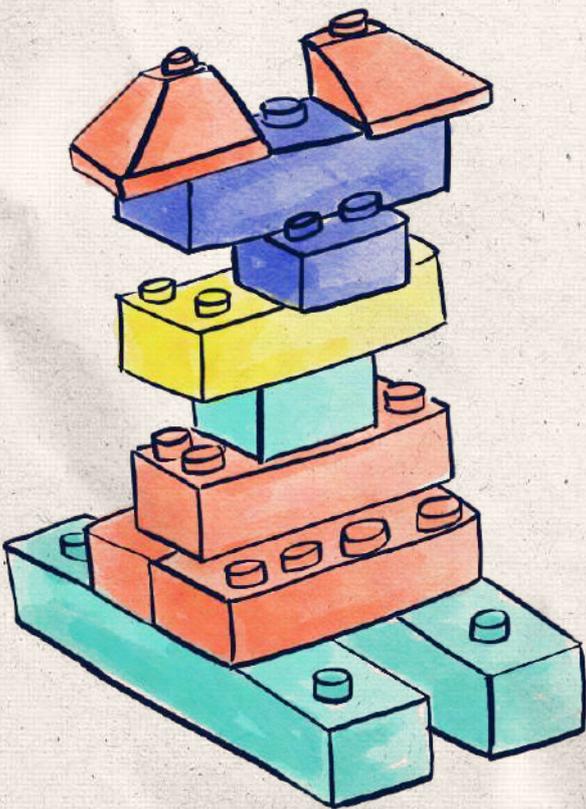
Masters of Reinvention. Constantly innovating, never compromising. Building, rebuilding, and striving for the best. It is this resilience and permanent sense of renewal that drives LEGO forward. Never still.

FOUNDED IN: 1932

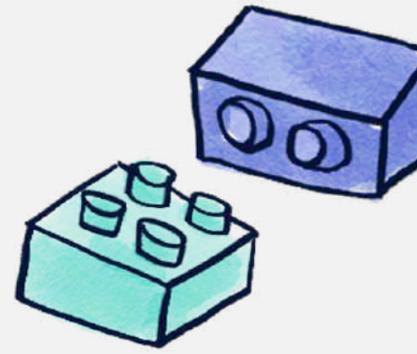
NUMBERS OF STORES: 731
branded stores

OPERATES IN: 50 countries
around the world

NUMBER OF EMPLOYEES: 20,468



About



KOJ Group

From humble beginnings in 1987, KOJ Group has grown rapidly employing over 2,900 team members, within a wide network of over 664 stores with its headquarters based in Dubai, United Arab Emirates, and a Financial Regional Office in Jeddah, Saudi Arabia.

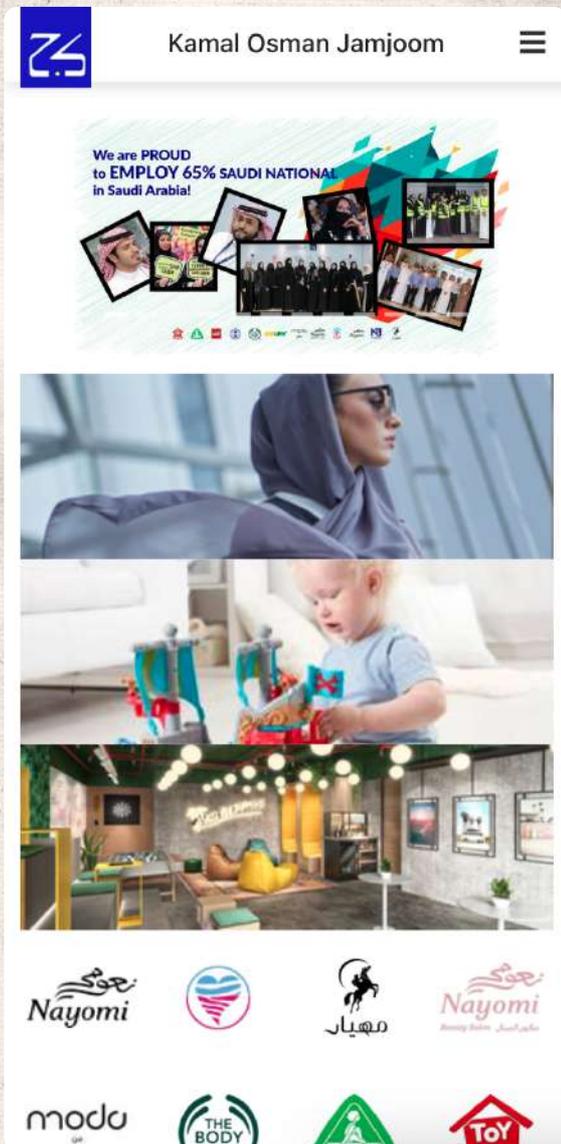
Operating ten leading regional and international brands: Mikyajy, Nayomi, The Body Shop, Early Learning Centre, LEGO, Toy School, Nayomi Moda, Nayomi Beauty Salon, Neal's Yard Remedies, Mihyar, and Subway.

FOUNDED IN: 1987

NUMBERS OF STORES: 664

OPERATES IN: The Middle East

NUMBER OF EMPLOYEES: 2900



LEGO partnered with KOJ to bring their world-renown toys to the Kingdom of Saudi Arabia in 2020. They had to start from scratch in an extremely competitive environment with zero customer data, to begin with. They were immediately faced with the challenge of building acceptance for an international brand in the toy market which was flooded with many popular local brands. To achieve success in this situation, they needed the right technology with the right kind of support with local knowledge and perspectives that will add value to their marketing team.

From the beginning, KOJ was focused on an agile marketing method with elements added to a customer's journey as more information is slowly gathered on them over time. With LEGO/KOJ well aware of the need for customization in marketing, they approached Insider to be their growth partner and help them achieve long-term marketing success through omnichannel personalized marketing.

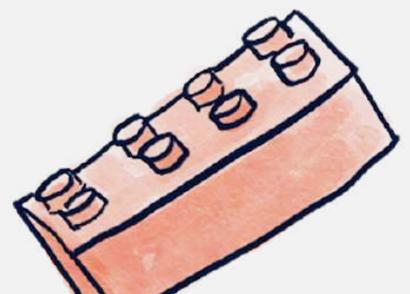
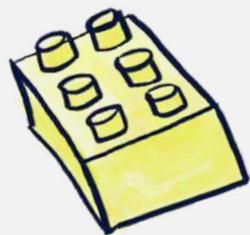
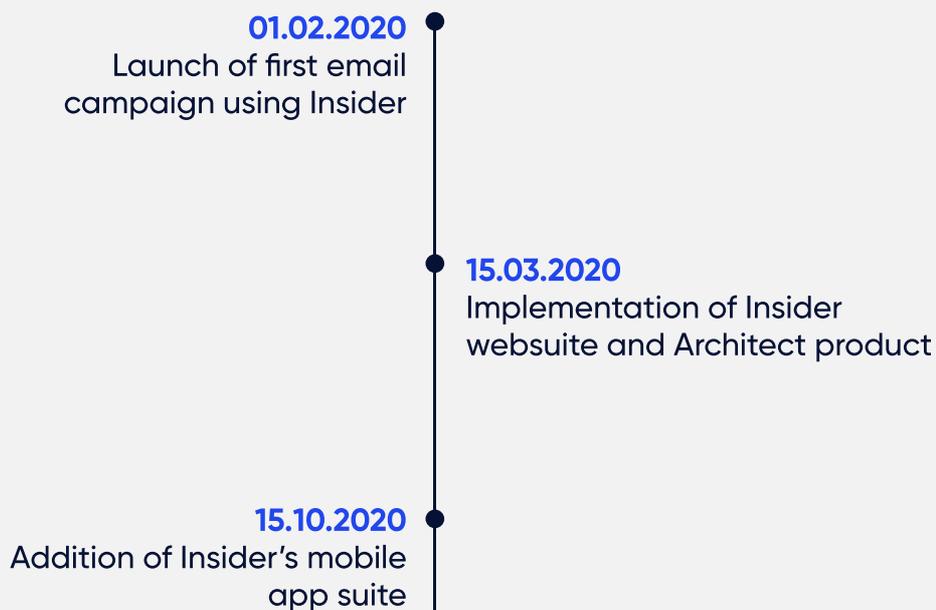


Executive Summary

Journey with Insider

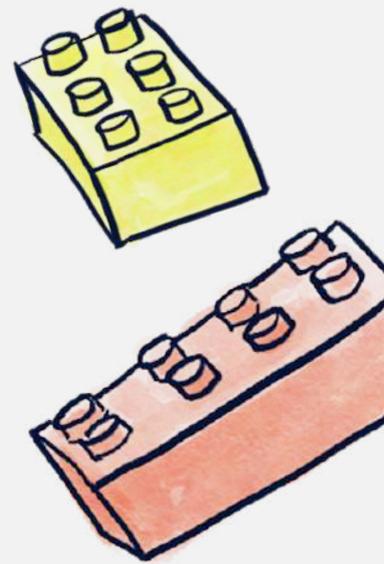
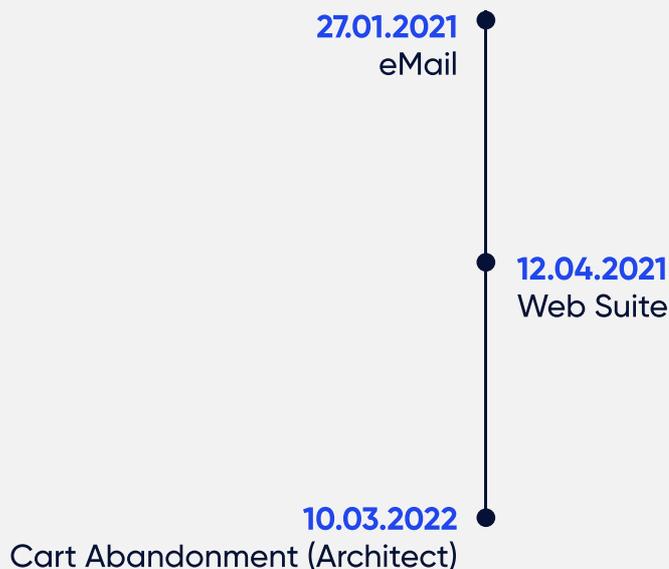
LEGO/KOJ had a well-planned journey with Insider with product integrations phased out and gradually added. Below is the timeline of this journey:

- **Where were the first campaigns launched?**



Journey with Insider

- When were the first results achieved?



Hear from LEGO/KOJ about the experience

"It was the right choice for us to choose Insider from the very beginning. It was easy to integrate with their platform, and we could see the gears start turning from early on as results started coming in. We find Insider to be a very interactive, engaging platform for us to use, while also presenting exciting content elements for our customers to engage with. Overall, Insider and the team behind the platform has been great to work with."

Francois Marque, Marketing & eCommerce Manager, LEGO/KOJ

Building relationships and increasing customer base through email

• Challenge

Since LEGO/KOJ was starting from ground zero in the region, they had a very small database that they wanted to grow, while also trying to convert users from this database into paying customers.

• Solution

LEGO/KOJ decided to use Insider's email product as the first solution to address the challenge of a small database. They set up lead collection on their website and mobile app by offering incentives on first orders for users, with users entering their email to get a promo code. They followed up by sending promotional newsletters to these users regularly with exclusive offers and discounts.

• Result

Regular communication from LEGO/KOJ was effective in converting leads into paying customers. These emails were received well with **open rates of 30.8%**. Their **subscriber base also grew by a massive 361%**, and to this day, email remains one amongst the top channels to drive the highest revenue generation.



361% growth in subscribers

30.68% open rates

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على مجموعات مختارة فقط 11/29 لسوق الآن

Facebook Instagram Twitter

Improving product awareness and increasing page views with InStory

- **Challenge**

LEGO/KOJ wanted to improve product discovery, drive promotions and increase overall page views on their mobile app.

- **Solution**

Insider's team recommended the use of InStory, the modern product discovery tool that emulates the familiar social media format of browsing through stories, and encourages users to click and check out what the company has to offer.

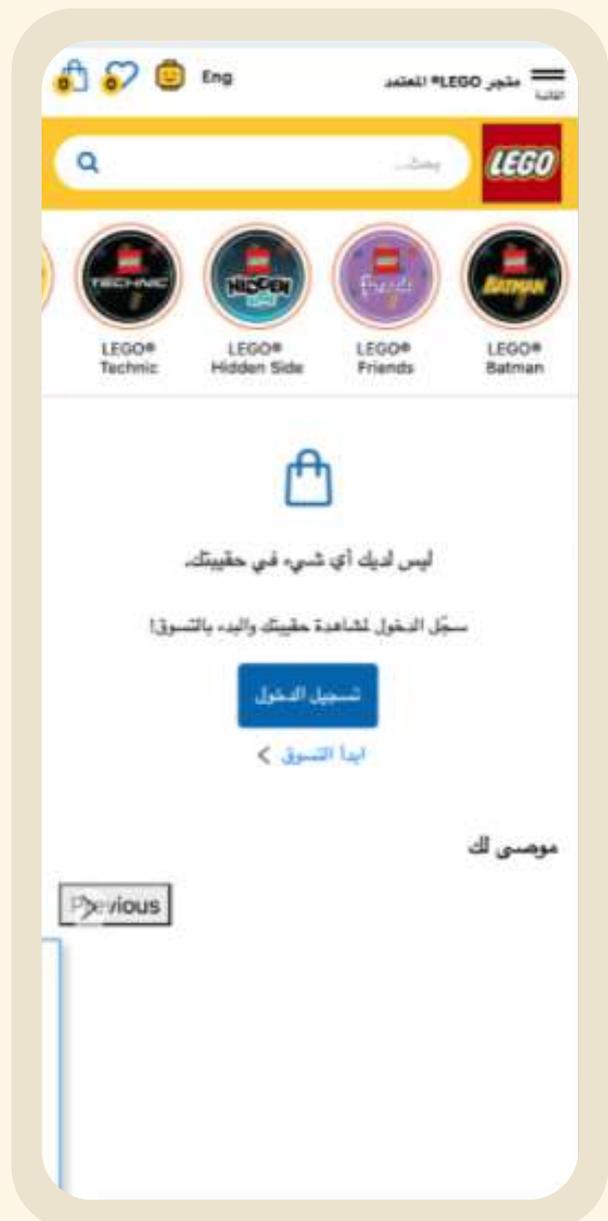
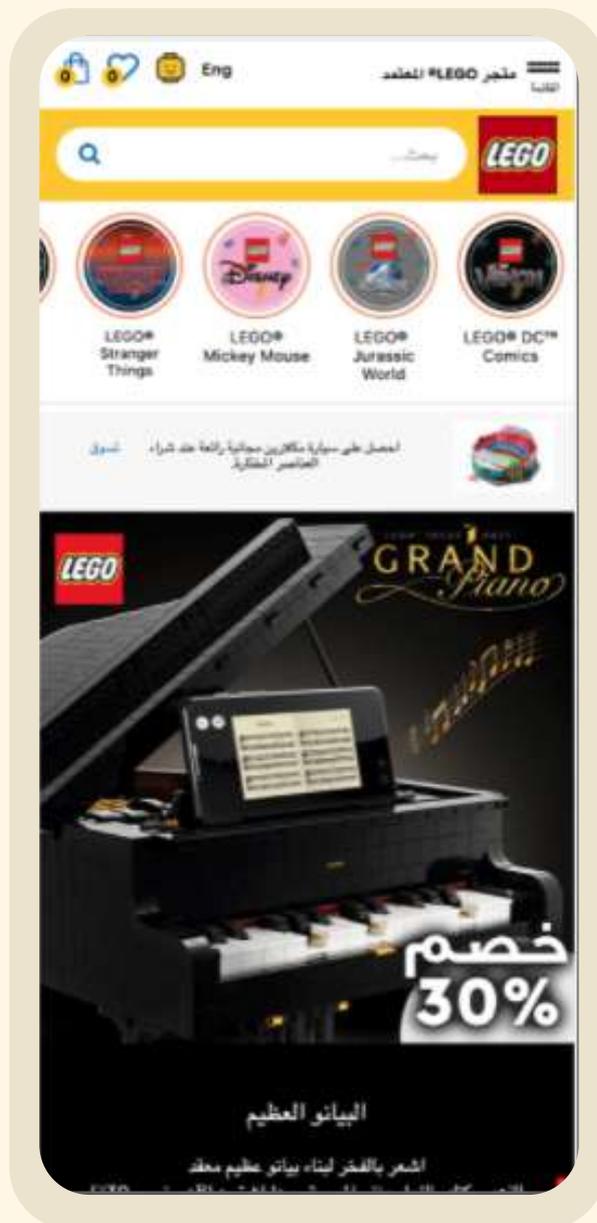
- **Result**

As a result of using InStory, LEGO/KOJ achieved an **improvement in page views of 47.88%**, with a **decrease in bounce rate of 29.71%**.



Increase in
page views - 47.88%

Decrease in
bounce rate - 29.71%



Looking Ahead



LEGO/KOJ aims to create more hyper-personalized experiences in the future with the aim of retaining existing customers and increasing LTV. They also want to build a strong CRM program with automated communication throughout the lifecycle of a customer with their changing needs and preferences.

Through the use of Insider's Architect, LEGO/KOJ also wants to create personalized customer journeys across multiple channels to promote the brand, drive conversions and widen the brand's presence.

About Insider

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 orchestrate individualized experiences to customers. Marketers use Insider's platform to deliver experiences across channels like Web, App, Web Push, Email, SMS, Messaging Apps (WhatsApp, Facebook Messenger, RCS), Ads and more.

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 quarters in a row. 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 800 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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