



Levi's® achieves **235% higher product page views** by delivering personalized product recommendations using Smart Recommender





There are two reasons why we have worked with Insider for three years already and continue to do so – firstly, the team that supports us is incredibly trustworthy and we can leave our campaign management in their hands, knowing that they are equally invested in our growth like ourselves. Secondly, their technology has never failed us and has consistently delivered results that surpass our expectations. With the growth we've achieved over the years, we know we are looking at a continued association with Insider for a long time to come."

Sedef Ala Binici | Marketing Manager @ Levi's®

About



Levi's®

Levi Strauss & Co. is one of the world's largest brand-name apparel companies and a global leader in jeanswear. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers®, Signature by Levi Strauss & Co.™, Denizen® and Beyond Yoga® brands.

Its products are sold in more than 110 countries worldwide through a combination of chain retailers, department stores, online sites, and a global footprint of approximately 3,100 brand-dedicated stores and shop-in-shops.

Founded in: **1853**

Numbers of stores: **3100**

Operates in: **Worldwide**

Number of employees: **15,100**



Levi's® has had a long, successful history working with Insider as their growth partner for over three years. In this period, they mainly implemented two products - mobile and web suites. After having had a positive impact on their growth with these products over the years, Levi's® finally decided to have a digital growth touchpoint to reevaluate and add more products.

They decided to use Smart Recommender to improve personalized recommendations on their website and enhance the customer experience provided by them online. They found the recommendation engine very simple and easy to use, complemented by great customer support that ensured help was available when it was needed.

With this implementation, Levi's® wished to transform their product page views and improve sales and revenue from this increased traffic.

Executive Summary

Journey with Insider

Levi's® went live with the "For You" page campaign with personalized recommendations using Insider's Smart Recommender in September 2021, and started seeing results from the first day. They have had an exciting journey since then, with satisfying results and more ideas to look forward to.

"We have trusted Insider for three years with our growth, and we are so glad we took this relationship one step further with the use of Smart Recommender. Personalized pages have started making a huge difference for us and we are very excited to build more new campaigns and offer improved experiences to our customers."

Serhat Şahbenderoğlu, Omnichannel Sales Manager, Levi's®

Encouraging product discovery using personalized, smart recommendations

- **Challenge**

Levi's® aimed to increase the traffic on their product detail pages, and thus, improve their conversions and sales.

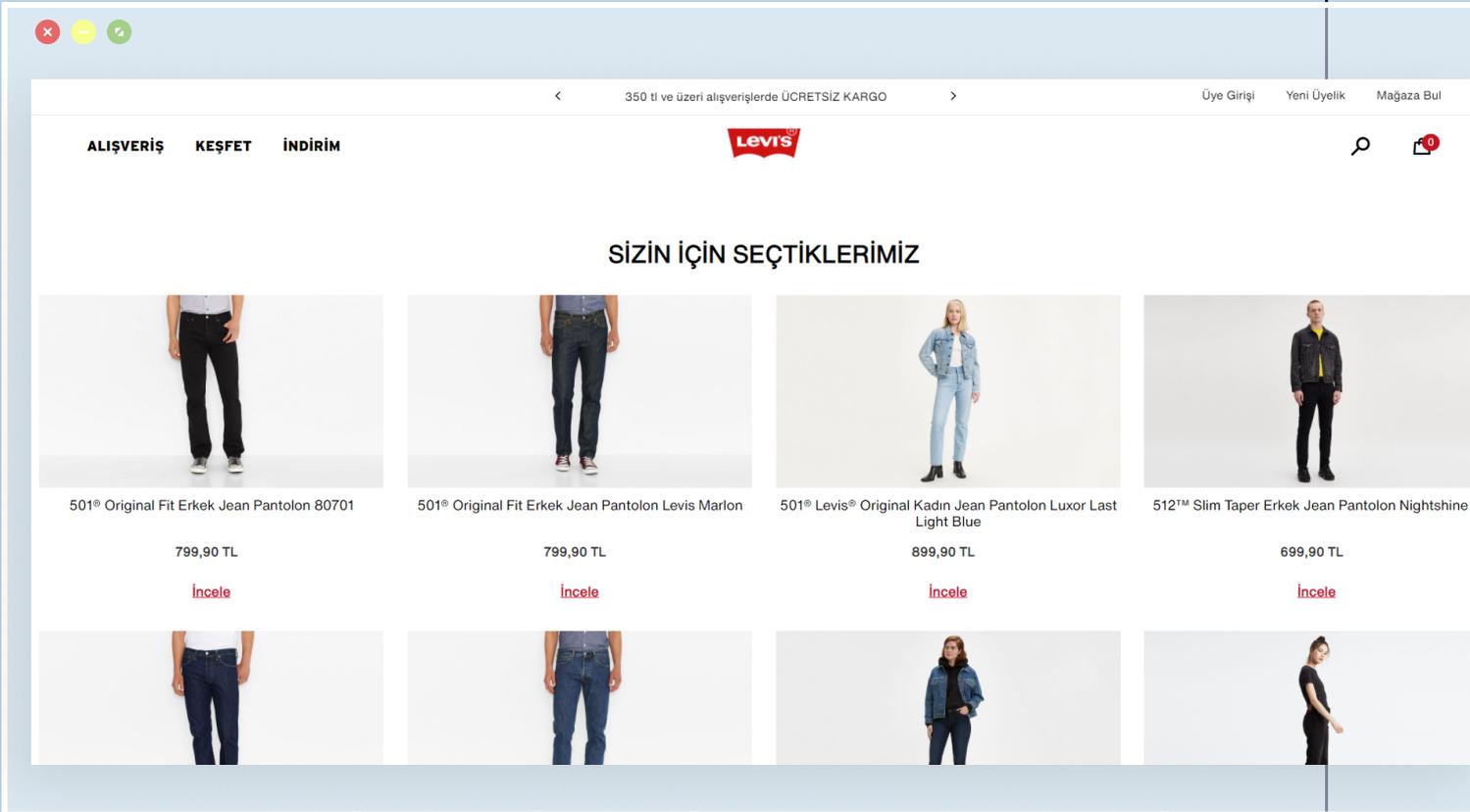
- **Solution**

Insider's team helped Levi's® in creating a "For You" page that was filled with tailored recommendations from Smart Recommender for each user based on their behaviors, search history, and preferences. Related products were recommended on this page, from where users could click to go to individual product pages for more details.

- **Result**

The product page view rate for users who visited the "For You" page was **235% higher** than those who did not. The exit rate from the "For You" page was also **8% lower** than the rest of Levi's® website.

235% increase
in product page
views from the
"For You" page
8% lower exit rate



A Bright Future



Levi's® plans on using Insider's aggregated data to create shopper personas, with fully customized "For You" pages for each of these personas.

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.

AVON

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QLO

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