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# How Medpets improved customer loyalty using Insider



## Reliable support, consistent growth

// Insider's team has consistently offered us personalized support whenever we needed it. They have been focused on our growth and we have been able to rely on them completely for helping our business. The products work wonders for us, and in our collaboration with them so far, the experience has been entirely positive."

Paul Elsten  
Marketing Manager  
Medpets

# About



## Medpets

Medpets is an online shop focused on animal health, offering a wide range of high-quality products for all kinds of pets. They sell veterinary medicines, food supplements, diet food, and care products for your dogs, cats, horses, small animals, birds, fish, garden animals, and farm animals online. They also have a veterinarian or a para-veterinarian available for expert advice for users who visit the website with questions or concerns.

Medpets.nl was founded in 2008 and was the first in the Netherlands to start offering a wide range of veterinary medicines, nutritional supplements, diet food, and pet care products online.

**Founded in:** 2008

**Numbers of stores:** webshops

**Operates in:** Netherlands, Belgium, Germany, United Kingdom, France, Austria, Denmark.

**Number of employees:** 180

Medpets wanted to personalize their website environment and enable marketing automation. For this, they required a partner that would assist them in offering full scope growth to maximize e-commerce metrics. They were looking for a simple-to-use platform that could implement optimizations quickly and could enable their team to work autonomously whilst getting support in benchmarks/strategies for experimentation.

Scope for growth and scalability, segmentation capabilities, a wide range of channel availability and ease of use were the most important considerations for Medpets when looking for a solution for their requirements.

Medpets had a pre-existing tech stack that consisted of the following:

- Google Marketing Platform
- Google Analytics
- Google Tag Manager
- Supermetrics
- Sparque
- Channable

Insider offers a complete platform with segmentation capabilities and a strong action layer. The team could operate autonomously on the platform without requiring any extra technical support. Journey building is important to Medpets as it allows them to follow a user through the lifecycle of their pet and enable replenishment for products that have recurring use.

# Executive Summary

# Journey with Insider

"Insider provided us with the best support we could've received and ensured that we fully understood everything, at every step along the way. The team is experienced in all aspects of the products, and show genuine interest and concern in the wellbeing and growth of our business."

Paul Elsten  
Marketing Manager  
**Medpets**

April 2021  
Integration

April 2021  
Kick-off meeting

April 2021  
Contract sign-off

April 2021  
First campaign go-live

May 2021  
First results achieved

# Decreasing cart abandonment using triggered web push notifications

## Challenge

Medpets wanted to decrease the number of users abandoning their carts. It is common for pet owners to visit various websites to compare products, but Medpets wanted a compelling way to bring them back to the website to complete their purchase.

## Solution

After consulting with the Insider team, Medpets deployed the cart abandonment web push. If someone who has accepted the web push opt-in leaves the website without making a purchase, and there is still something in their shopping cart, a web push notification will pop up, even if they are on another website or doing something else on their device.

## Result

The cart **abandonment web push notifications** were very impactful for Medpets, with these notifications getting a **conversion rate uplift 11.6%**, with **web push opt-in rates of 15%**.

**11.6%**  
Conversion Rate  
Uplift

Google



Google Chrome



**Vergeet je je product niet te bestellen?**

Specific Hypoallergenic Treats CT-HY - 300 g ligt nog in je winkelwagen!

[www.medpets.nl](http://www.medpets.nl)

Close

# Increasing trust in the brand through social proof

## Challenge

Medpets wanted a dependable way to encourage users to purchase from them, while also increasing their conversion rates.

## Solution

Insider suggested adding "conversion boosters" to convince shoppers. One such conversion booster is the social proof feature. This was also A/B tested with the use of dog and cat emojis

## Result

Insider's social proof effectively convinced shoppers, leading to an uplift in **Average Order Value of 6.99%**



4 tevreden baasjes kochten dit deze week

### Kies je product

Sanimed Anti Struvite Cat - 4.5 kg

✓ Op voorraad - Voor 21:00 besteld, morgen in h

1

€ 38,35

In winkelwagen

**6.99%**  
Average Order  
Value Uplift

# Increasing average order value using a purchase progress bar

## Challenge

Medpets wanted to entice their customers to shop more from them and increase the average cart value.

## Result

This engaging feature delivered a **Average Order Value Uplift of 12.57%**

## Solution

Insider helped Medpets deploy another "conversion booster", a purchase progress bar. This bar shows progress as the user adds items to their cart, and offers rewards for different levels of progress such as a free gift, and a free delivery after a specific amount of products has been added.

Bestel voor nog € 22,15 en je bestelling wordt gratis bezorgd.

### Mijn winkelwagen

Ga naar bestellen

» Verder winkelen

 Hill's Metabolic Weight Management - Canine 4 kg  
Op voorraad  
1   € 36,85

 Medpets Magazine Zomer Editie  
Op voorraad  
1  Gratis

0 besteld, **morgen** in huis!

in vanaf € 59,00 worden gratis  
aar de Kassakoopjes  
rting op alle standaard voeding



**12.57%**  
Average Order  
Value Uplift

# Promoting weather-dependent products using a banner

## Challenge

Some weather conditions ask for special products for pets. For instance, when it's cold a dog might need a coat or if it's warm the dog may need cooling products. Medpets wanted to promote these kinds of products from their online store.

## Solution

Using predictive segmentation, Medpets displayed a banner that showed the weather and temperature based on a visitor's location. This was useful in promoting weather-dependent products.

## Result

This resulted in a small improvement in **conversion rates of 1.02%**.



☀️ **Het is 24 graden in De Rijp.** ☀️

**Shop verkoeling**



Dieren



Katten



Paarden

[Bekijk alle dieren](#)

**1.02%**  
Conversion Rate  
Uplift

# Improving a user's confidence in the products using reviews

## Challenge

Medpets wanted another solution to effectively encourage visitors to purchase from them and improve conversion rates and AOV.

## Solution

Insider's team suggested the use of reviews from other customers on the product page. This was used to convince customers about the genuineness and credibility of the products, the brands, and the store.

## Result

This was an effective solution that resulted in an uplift in **conversion rates of 11.2%**.

11.2%

Conversion Rate  
Uplift

MENU 

Waar ben je naar op zoek?



5 tevreden baasjes kochten dit deze week

**Kies je product**

Royal Canin Urinary kat zakjes morsels gravy (Vleesstukjes) ✓  
- 12 x 85 g

**Bundelprijs**

✓ Op voorraad - Voor 21:00 besteld, morgen in huis \*

1  **€ 14,45**

In winkelwagen

★★★★★ **Gezonde en heerlijke brokjes**

Mijn kat heeft een zware operatie ondergaan  
ivm verstoppingen, gelukkig heeft hij het...

04 juni 2022, Door Marisca



# Looking Ahead



Medpets are keen on trying Insider's WhatsApp messaging feature in the future. They also want to use Insider to focus on growth in their main markets, namely the Netherlands, Germany, and Belgium.

# 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 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 2021 Gartner Magic Quadrant for Personalization Engines and The Forrester Wave for Cross-Channel Campaign Management 2021. The company has been named the #1 leader on G2’s Mobile Marketing and Personalization Grids, with a 4.7/5 rating based 100% on user reviews for 22 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.



ESTÉE LAUDER

PHILIPS

SAMSUNG



RIVIÈRA MAISON



ICI PARIS XL

OTTO

hunkemöller

IKEA

GAP