



**A leading health and
wellness brand, OKEY, increases
revenue by 10% with personalized
cross-channel journeys**



It has been a pleasure working with Insider as they value our feedback and develop features according to our specific requirements. Also, Insider's easy-to-integrate platform offered us ready-to-use templates that helped us achieve our engagement and revenue goals. We plan to grow this partnership in the future as we look at improving our first party data and Architect automation scenarios."

Merve Erkaya Tuter
Digital Marketing Manager



Two of many reasons why we love to work with Insider are Insider's plug and play features and capabilities as a CDP are very helpful for us to provide personalized experiences for our users. Besides, Insider helps us boost our conversion rate and revenue."

Seden Turkey Karatas
Senior Digital Marketing Expert

About



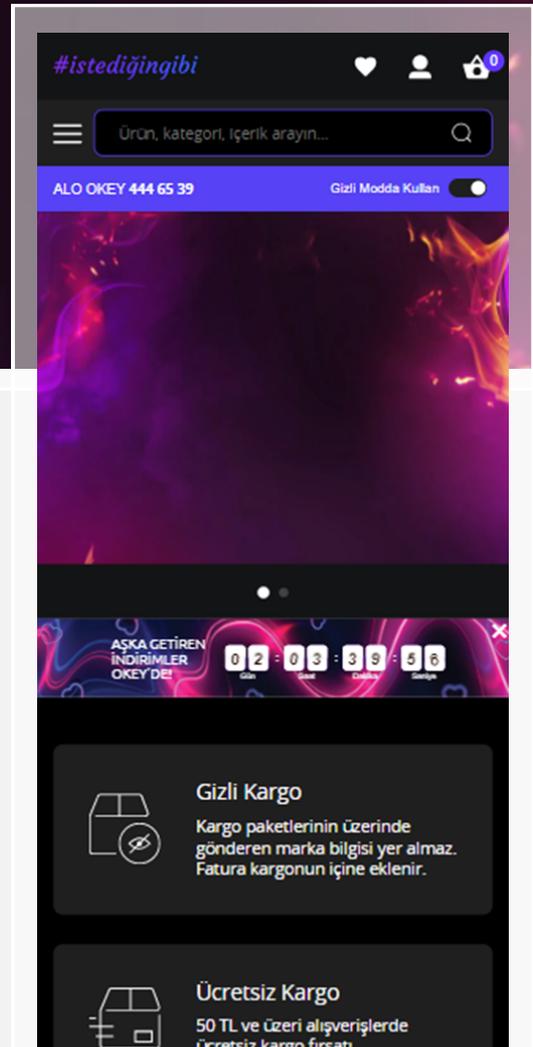
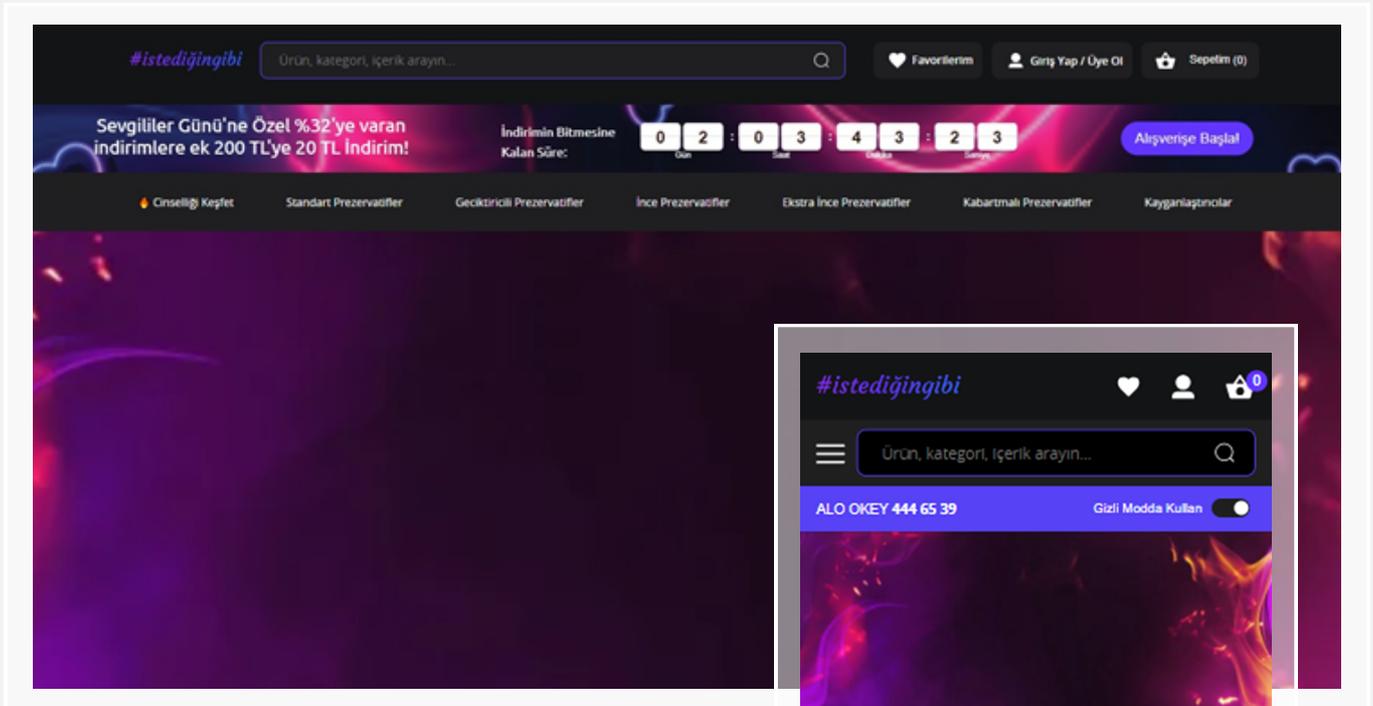
OKEY

Founded in 1991, OKEY's mission was to raise awareness about sexual health. Besides being a leading contraceptive brand, OKEY has many firsts to its credit. In 2000, the company rolled out a Sexual Health Information Helpline, which connects customers with experts who answer their questions on sexual health. In 1992, OKEY started advertising on television for the first time in order to raise public awareness.

When OKEY got Insider on board as a marketing automation partner, their main focus was to increase sales. They found Insider's cross-channel campaign management capabilities to be a great value addition for their goals and mission. The expert guidance provided by the Insider team also moved OKEY to choose Insider over other competitors they considered.

OKEY increases its revenue by 10% with a limited-time Valentine's Day offer

A limited-time Valentine's day campaign was the showstopper of Insider's customer engagement strategy for OKEY. Using a countdown timer, OKEY was able to encourage users to explore the company's products in the week leading up to Valentine's Day with a limited-time discount. As a result of this campaign, OKEY increased its **revenue** by **10%** within the week the offer was active.



10% increase
in revenue

Boosting engagement further with individualized, cross-channel customer journeys

In order to build an effective cross-channel marketing plan, OKEY explored **Architect – Insider’s cross-channel customer journey orchestration platform**. With Architect, OKEY was able predict the next best channel for every customer based on their routines and interactions to individualize customer journeys.

While **web push** empowered OKEY to direct consumer attention where they wanted it (even when users were offline), AI-led **personalized emails** added value to their email marketing strategy.

Tailor-made experiences at every stop

Insider's **Mobile Web Suite** was used to create individualized app experiences and create an uptick in engagement. Insider's **Desktop Suite** complemented mobile experiences with product recommendations and content suggestions to ensure consumers got the maximum value for their clicks and scrolls.

These tools all worked seamlessly together to help OKEY run a highly impactful, personalized Valentine's Day campaign that showed them that OKEY knew who they were and cared about their preferences and needs. Through effective cross-channel customer journey building, Insider enabled OKEY to win over their customers in the season of love.

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 recently unlocked unicorn status and NASDAQ congratulated the company for becoming one of the few woman-founded, women-led B2B SaaS unicorns in the world. Insider was named as a Leader in The Forrester Wave for Cross-Channel Campaign Management 2021, Gartner Magic Quadrant for Personalization Engines 2021, and IDC MarketScape: Worldwide Customer Data Platforms Focused on Front-Office Users 2021-22 Vendor Assessment. The company has been named #1 Leader on G2's Mobile Marketing Software and Personalization Grids with a 4.7/5 rating for 20 consecutive quarters. CrunchBase recently ranked Insider's co-founder and CEO Hande Cilingir as one of the top women CEOs outside the US.

One-third of 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 1,200 global businesses, including Singapore Airlines, Virgin, Toyota, New Balance, IKEA, GAP, L'Oreal, Samsung, Newsweek, MediaMarkt, Nissan, AVIS, Marks & Spencer, Allianz, Madeira Madeira, Santander, BBVA, Pizza Hut, Avon, and CNN.

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