

Insider × ROYAL SELANGOR®

Royal Selangor achieves a massive 93% boost in conversion rates with social proof





With ever-changing customer demands, we needed a flexible platform that could help us re-engage our inactive users and provide a better user experience. That's when Insider stepped in and suggested we leverage their innovative tools and amazing features like Web Push, Social Proof, etc. Their recommendation to implement a Social Proof strategy was a fantastic idea that significantly increased our conversion rates and overall revenue."

Mavis Michele Meta,
Senior eCommerce Manager

About



Royal Selangor

Headquartered in Kuala Lumpur, Malaysia, Royal Selangor is one of the world's largest pewter manufacturers and retailers. The company offers a wide range of tableware accessories and gift items comprising wine accessories, desk accessories, photo frames, and other decorative products. With over 40 retail outlets worldwide, the company exports its products to more than 20 countries, including London, Hong Kong, and Singapore. Royal Selangor products can be found in top-rated department stores such as Wako in Japan, Harrods in London, and Hudson Bay in Toronto.

Converting Visitors into Customers by Showcasing the Trending Products with Social Proof

- **Challenge**

Royal Selangor wanted to boost website conversions and drive purchases by displaying their most popular products to customers. They were looking for an exciting way to drive engagement and influence the purchase decisions of buyers.

- **Solution**

After understanding the challenge, the Insider team proposed using Social Proof, a powerful conversion driver that taps into customer psychology, creates FOMO, and develops a sense of urgency to encourage users to make a purchase. By enabling this feature, online retailers can showcase products that others have viewed, purchased, and reviewed.

It's a proven fact: when a purchase decision is validated by others, it goes a long way in influencing customers.

- **Result**

In just a month of running the Social Proof campaign on their product pages, Royal Selangor observed a spike in conversion rates and a **10.48% uplift in conversion rates.**

10.48% uplift in conversion rates

Celebrations & Occasions

Living

Dining & Entertaining

Nursery

Licensed Collectibles

Corporate

home / living / figurines / peacock



Peacock Sculptura

TRENDING!

Product code 0177003R

Size H25cm x 19cm x 13.5cm

IDR8,300,000.00

The extravagantly plumed peacock has been associated with myths and legends since antiquity, a symbol of majesty and opulence, naturally, but also of the cosmos.

Our sculptural interpretation heightens the peacock's dignity and grace, flowing in streamlined curves from the beak, sweeping dramatically into the glimmering with the stylised ocelli of its famous tail feathers. Attractive as a commemorative award.

About the collection

Streamlined objets of unmistakable symbolism and presence, with elegant refinement.

Reducing Drop-offs by Improving the User Experience for Mobile Users

• Challenge

Royal Selangor experienced high drop-off rates in the purchase funnel of their mobile web users. While certain products received more views, the click-through rate didn't improve. The company concluded that the differing screen sizes for mobile users and web users made their purchase actions vary. To overcome this challenge, they wanted a solution that improved the CTR for mobile users.

• Solution

Insider suggested changing the color of the "Add to Cart" button to green as it makes the call-to-action stand out from the rest of the page.

• Result

In 2-3 months, this onsite experimentation significantly improved their click-through rate and **increased conversion rates by 93%**.

93% increase in conversion rates



Delivery within 2-3
working days*



Exchange &
Returns

MYR 200.00

- 1 +



ADD TO CART

Delivering Great Mobile User Experience to Improve Conversions

• Challenge

The decor segment company offers an extensive range of products, making it difficult to introduce customers to relevant products, especially on mobile devices. To improve the overall user experience for customers browsing on mobiles, Royal Selangor wanted a solution that changed the way products are viewed on small screens.

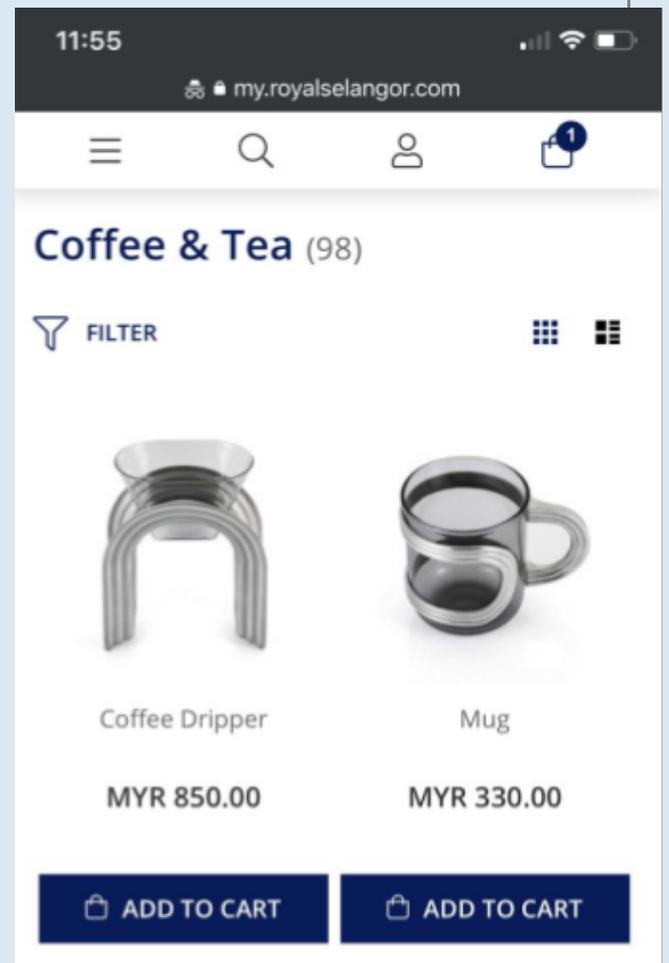
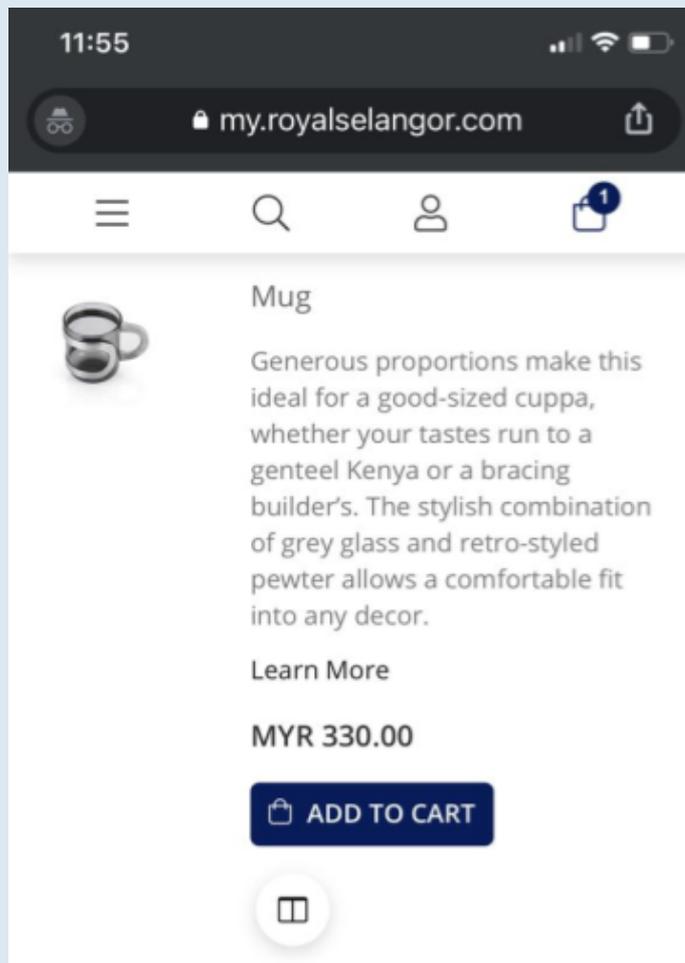
• Solution

The team at Insider recommended Royal Selangor alter the product page to the expanded view. This feature enables customers to read a short product description along with other product details. The objective was to provide users complete clarity on the product's details.

• Result

By revamping the category product listing page for mobile users, Royal Selangor observed a whopping **70.85% uplift in conversion rates.**

70.85% uplift in conversion rates



Bringing Inactive Users Back with Web Push Notifications

- **Challenge**

Royal Selangor wanted to avoid the situation where their users become disinterested and stop visiting the website. They needed to find effective ways to keep their active user base intact to avoid customer churn.

- **Solution**

Insider's Inactivity Push strategy enabled the company to bring back dormant users by sending timely and actionable notifications. This also enabled them to re-engage their users and woo them to return to their website.

- **Result**

Royal Selangor saw a **2.40% increase in conversion rates** and a **2.44% increase in click-through rates** within one month of using Insider's Web Push component.

A Bright Future



Going forward, the pewter manufacturer and retailer will work closely with the Insider team to implement AI-powered technologies to create exceptional experiences and drive re-engagement with personalization to increase sales.

Royal Selangor also intends to explore Insider's WhatsApp for Business and Email marketing strategy to reach hundreds and thousands of new customers. This will help the brand to build and grow its subscriber base significantly, show personalized content to each customer, improve conversion rate, and drive revenue.

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, 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 Gartner Magic Quadrant for Personalization Engines 2022, The Forrester Wave for Cross-Channel Campaign Management 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 and top brands in retail, automotive, and travel choose Insider to deliver AI-led personalized experiences that exceed customer expectations. Insider is trusted by over 1,200 global businesses, including Singapore Airlines, Estée Lauder, 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.

A V O N

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