

Insider × X A N D R E S

Xandres uses personalization
to supercharge their marketing,
achieves **10.72%** uplift in AOV





Powerful insights, flexible features

Insider has thoroughly impressed us with its data-driven segmentation capabilities that have super-powered our marketing strategy. The platform is able to digest relevant data and deliver insights which help us prove or disprove hypotheses, sharpening our marketing knowledge and enabling a better understanding of our users."

Patrick Desrumaux
Managing Director

About



Xandres

Xandres is a concept in Belgian fashion. A clothing brand that stands for timeless style, craftsmanship and quality. Today it is an internationally respected, independent Belgian fashion brand that is available in more than 150 exclusive multi-brand boutiques and Xandres brand stores throughout Belgium.

Founded in: 1968

Numbers of stores: 13 own stores

Operates in: Belgium, Netherlands, Germany

Xandres was keen on having an offsite owned channel to execute marketing campaigns with ease and flexibility. They also wanted to be able to offer personalized experiences across the various channels that they cater to their customers in.

Some of the most important aspects that they were looking for in their solution provider was speed of execution and a trustworthy support team with whom they could discuss different scenarios and choose the best course of action. Xandres also pays a lot of importance to their branding and design, and they were looking for a partner with the capability to align with their designs.



Executive Summary

Journey with Insider

Insider assisted Xandres at every step along the way, providing strategic inputs to arrive at solutions that best suited their needs. The journey can be summed up as:

It was impressive how quick Insider was to go live. We hold our look, feel & branding in high regard, and Insider was able to follow our visual guidelines whilst quickly implementing personalizations. They provided the most apt package for our requirements, helping us with any assistance we needed at every step."

Patrick Desrumaux, Managing Director, **Xandres**

26.07.2021
First results

07.07.2021
First campaigns go live

05.07.2021
Kick-off meeting

31.06.2021
Start of integration

30.06.2021
Contract sign-off

Ensuring conversions with exit intent cart reminders

• Challenge

When users add products to their carts, they show clear interest and intent to purchase. However, it so happens that sometimes they need a little extra push to finalize their purchase. Xandres needed a solution to give that little push.

• Solution

Insider, understanding Xandres' exact goals, recommended the use of exit intent cart reminders to capture users' attention just as they are about to leave the website, prompting them to take a look, reminding them of the items in their cart that they wanted to purchase.

• Result

From the users who saw the exit-intent reminder, Xandres achieved a **conversion rate uplift of 15.63%**. They also observed an increased cart value in these users, with an **AOV uplift of 10.72%**.

10.72% uplift in AOV

15.63% uplift in CR

1 Winkelwagen



Jurk met
landschapstekening

€ 239,00

Subtotal

€ 239,00

[Bekijk winkelmandje](#)

TAKE 01: A NIGHT OUT

Notifying users of new offers and items in cart by capturing their attention with Tab Talk

• Challenge

Users leaving the website doesn't signal the end of their shopping. Xandres wanted to deploy a means to captivate users who left the website and bring them back to check out offers and go through with the purchase of items in the cart.

• Solution

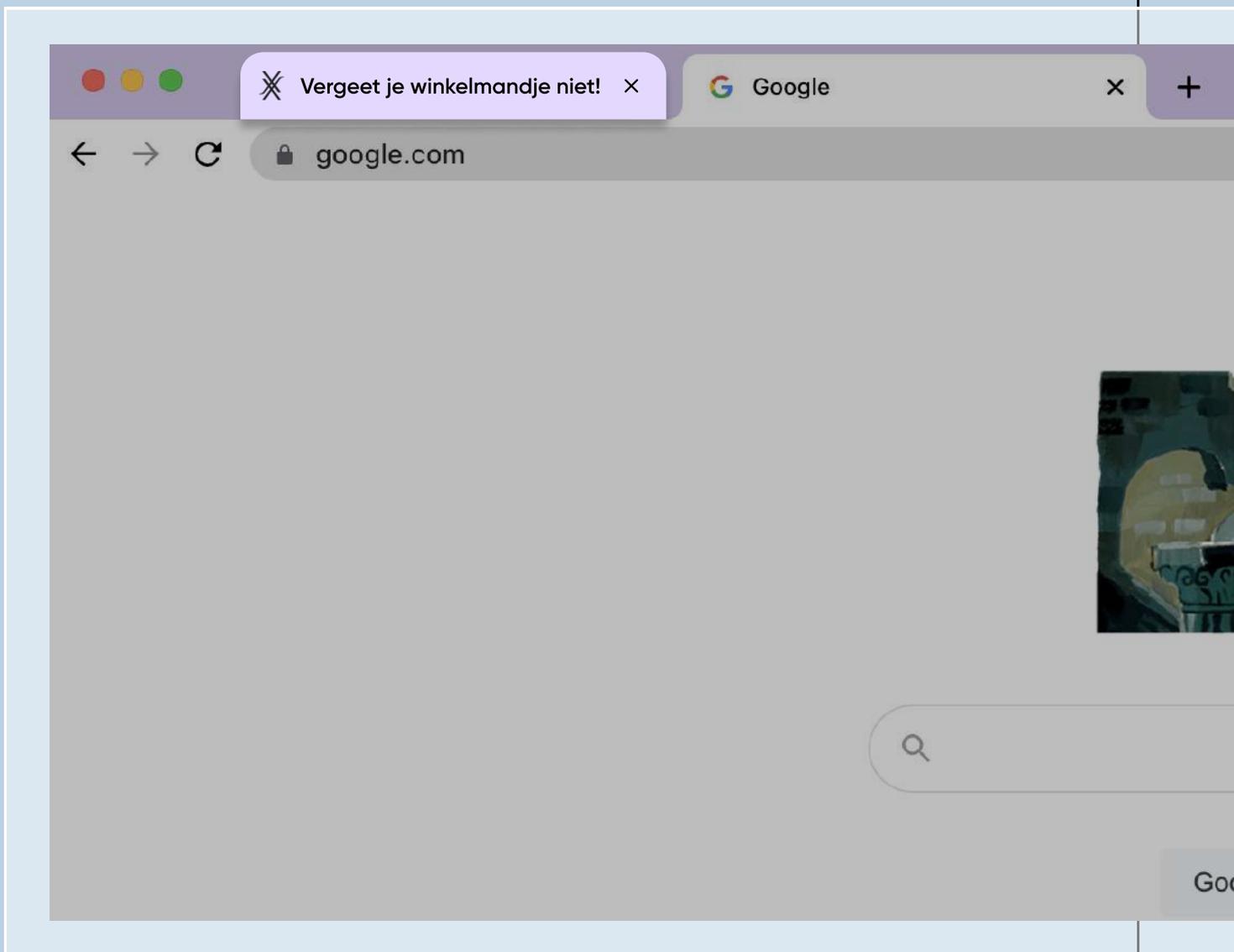
Tab Talk is an eye-catching way to grab the attention of users who have left the website, but left the tab open. Through prominent movement, this tool is effective in bringing back users to the website. Xandres used this to display offers and reminders for items in the cart on the tab title bar in the browser.

• Result

This was a successful personalization campaign for Xandres, helping them beat their competitors when users went to other websites to compare prices. They were able to achieve an **increase in AOV of 10.68%**, along with an **uplift in CR of 9.70%**.

10.68% uplift in AOV

9.70% uplift in CR



Improving product discovery and user experience with pre-selected size filters

• Challenge

Many users need to visit the website more than once to make a purchase. For these returning users, Xandres wanted to be able to offer a more personalized, user-friendly product discovery and buying experience.

• Result

This personalized solution translated to **increased conversions by 10.94%**, and an **uplift in add to cart of 9.77%**.

• Solution

Insider suggested the use of a very effective personalization tool - pre-selecting the size based on a user's past browsing history. When a user returned to Xandres' website, all product pages had the size pre-selected for them, strongly indicating that the brand knows and understands what they are looking for.

10.94% uplift in CR

9.77% uplift in Add to Cart

Jeansjurk

€ 209,00

KLEUR



JOUW MAAT: 34



IN WINKELMANDJE



[Bekijk de winkelvoorraad](#)

JE VOORDELEN

 Gratis levering in je Xandres winkel of vanaf €150

 Gratis retourneren

 Beveiligde betaling

[Lees meer](#)

A Bright Future



Through continued, consistent use of Insider's tools and features, Xandres aims to improve the following metrics in the coming months:

- Rate of new users entering the purchase funnel
- Engagement of mobile traffic
- Product discovery

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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