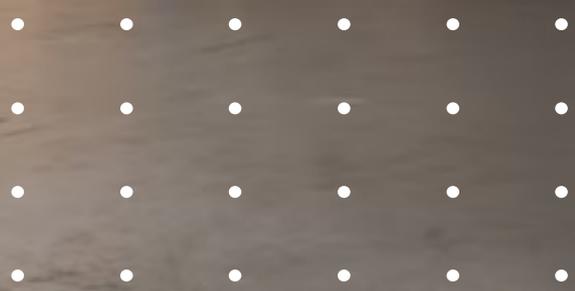




Via achieves **80x ROI** with Insider's personalized onsite experiences





We're happy that we partnered with Insider. Their team of technology experts supported us through the ideation and execution process, helping us roll out personalized user experiences. Using customization and a multitude of ready-to-use templates, Insider helped us achieve our goals. With the help of Insider's personalization solutions, we were able to gain an in-depth understanding of our customers' demands. Armed with this knowledge, we were able to influence them at different stages of their buying journey. This improved our conversion rates and increased our ROI by 80x."

Viviane Bittar
Marketing Manager

About



Via

Via is a Brazilian retail company founded through the merger of 3 leading eCommerce companies of the country - Casas Bahia, Ponto, and Extra.com.br. Besides having a strong online presence, the brand operates over 1000+ physical stores across Brazil. Aiming to become a leading platform for relationships and consumption, Via serves as an omnichannel platform for top-tier brands. It offers an extensive range of products, services, financial solutions, and logistics to help individual brands and legal entities democratize credit and provide a stellar customer experience. The company is recognized as the go-to destination for products like furniture and home appliances. In addition, Via created a sales tool - "Me Chama no Zap" (Call Me on Zap) for brands, where the company has over 20,000 sellers assisting customers online in a humanized way.



Via aimed to be the most personalized eCommerce platform and the go-to destination for products from every category. To achieve this, they wanted to personalize user experiences in a scalable manner, while keeping a check on operational workload.

Insider's easy-to-use platform with ready-made templates that enabled plug and play were top reasons for Via to choose Insider. The reliable, impeccable service offered by the Partner Success Team was also a critical factor that convinced Via that Insider would be the best fit.



Executive Summary



Insider helps us to achieve our goals, allowing us to include interventions throughout the customer journey. Based on the customer behaviour, we can present categories that our clients had no idea we have. In other words, what we do with Insider is not just personalizing the experience, but, in fact, strategically increasing the visibility of our infinity of categories to all of our customers.

Viviane Bittar
Marketing Manager

Elevating user experience with personalized banners

• Challenge

Via wanted a newer and exciting way to grab customer attention and provide them with interesting and memorable shopping experiences. The marketing team also needed this to be easy to do on their website without requiring a lot of technical expertise.

• Solution

Insider's team helped Via with all necessary training to make the most of the Insider platform. Because of this, they were able to use the Banner Management feature effectively to create a uniquely tailored experience for each user. The Insider team also further customized the banner feature for Via's specific requirements of adding a second banner in the space with the use of a slider.

The company leveraged Insider's Banner Management tool and added on different segments such as games, weather, and traffic source.

• Result

Using this tool, Via was able to show its customers relevant banners based on their interests, the weather, etc. For example, if the temperature was above 25°C, the banner displayed summer-related products. This made for captivating experiences and kept the users engaged on the website for a longer time, nurturing an interest to purchase. As a result, Via observed a **5% uplift in conversion rates**.

5% uplift in CR



Gamified experiences to enhance user engagement

• Challenge

Converting website visitors into customers is one of the biggest challenges that brands encounter. With no benefits and incentives coming their way, visitors often drop off without making a purchase. Via wanted an innovative solution that enticed its users and influenced their purchase decision.

• Solution

The Carnival is one of Brazil's most important holidays, however, it also represents a significant drop in traffic rates. Via collaborated with Insider to implement a customized gamified experience for users to engage and incentivize them on this big day. On logging into the website, Via users were asked to complete a survey, answer some fun, Carnival-related questions, and win a discount coupon.

This encouraged customers to purchase products listed on the Carnival landing page using the coupon code.

• Result

Via observed a significant boost in user engagement and was able to differentiate itself from other retailers in the same segment. This implementation improved the **click-through rate by 16%**. They also made over 10,000 sales from the click.

16% increase in CTR



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CARNAVAL

Ir às compras

Personalized customer engagement with WhatsApp Business API

- **Challenge**

Via had a growing subscriber base that they wanted to nurture and engage through personalized conversations that are both contextual and in real-time.

- **Solution**

Via created a welcome campaign using the WhatsApp Business API to send real-time, triggered welcome messages to their subscribers. They used rules to trigger the message once the shopper entered the "Lead Collected" stage. They combined incentivized discounts with these real-time messages to influence their subscribers to make the first purchase.

- **Result**

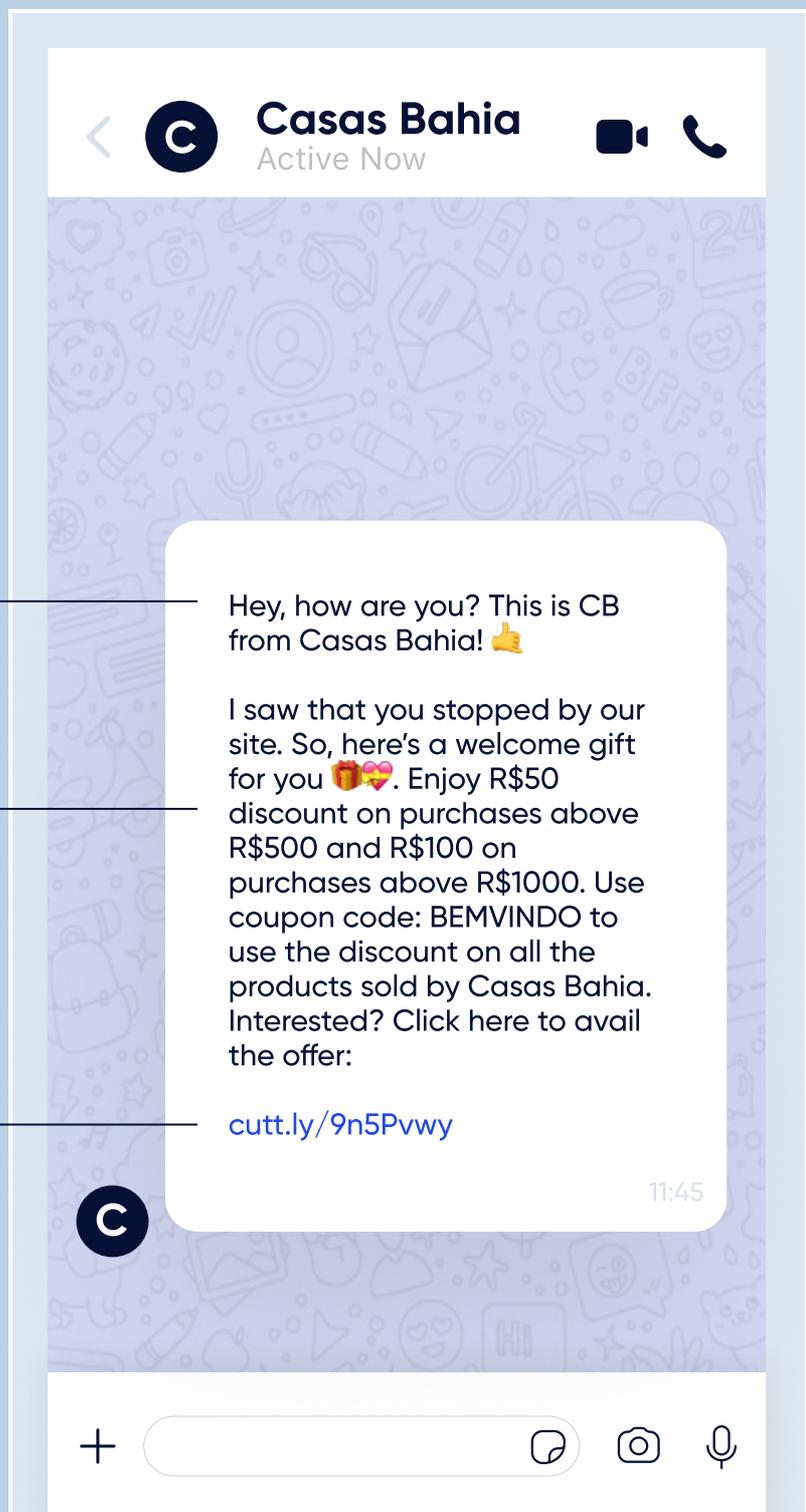
Via achieved **50x ROI** with this solution, along with a **36% increase in CTR** in just three weeks.

36% increase in CTR

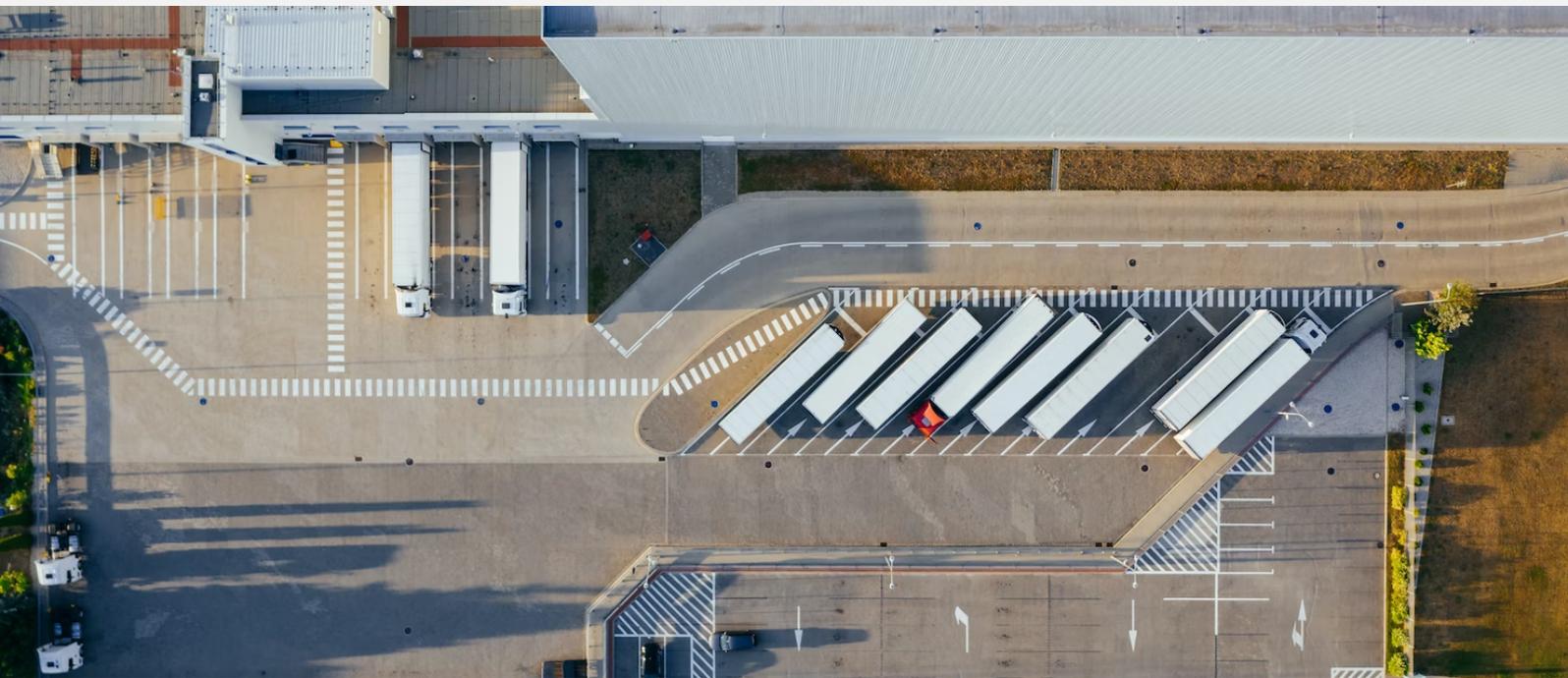
Lead Engagement
(Welcome message)

Increasing AOV
(Discount coupons
for high order value)

Shortened URL



A Bright Future



Via plans to include more channels into its personalization strategy like the mobile app, to be able to offer a complete personalized experience to their customers.

They also intend to integrate their CRM with Insider to be able to send attributes and events to Insider to enrich audience segmentation and the user experience.

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.

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