



SUCCESS STORY

How Adidas increased AOV by 259% and conversion rate by 13% in one month with Insider

[Web Suite](#)

[Mobile](#)

[Personalization](#)



259% increase in AOV in one month via Web Suite

13% increase in conversion rate in one month via Smart Recommender

50.3% increase in mobile conversion rate Category Optimizer



Our traffic grew exponentially during lockdown, but we were ill-equipped to engage and retain these visitors. We needed a solution that would help us deliver personalization at scale to boost engagement and drive conversions. Insider had just the right set of tools.

Senior eCommerce Manager



Executive summary

Adidas partnered with Insider to improve its online experience and increase conversion rates by delivering highly targeted and individualized customer experiences. Thanks to Insider's AI-backed tools (including Category Optimizer and Smart Recommender), Adidas was able to increase AOV by 259% and conversion rates by up to 13% in just one month.

About Adidas

Adidas is a German multinational corporation founded in 1949 and headquartered in Herzogenaurach, Germany. It is the largest sportswear manufacturer in Europe and the second-largest in the world (after Nike). The company designs and manufactures shoes, clothing, and sporting accessories for men and women worldwide.

Trust by 1,200 global brands

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USE CASE #1

Increasing AOV by 259% with highly-targeted coupon codes for new and returning visitors

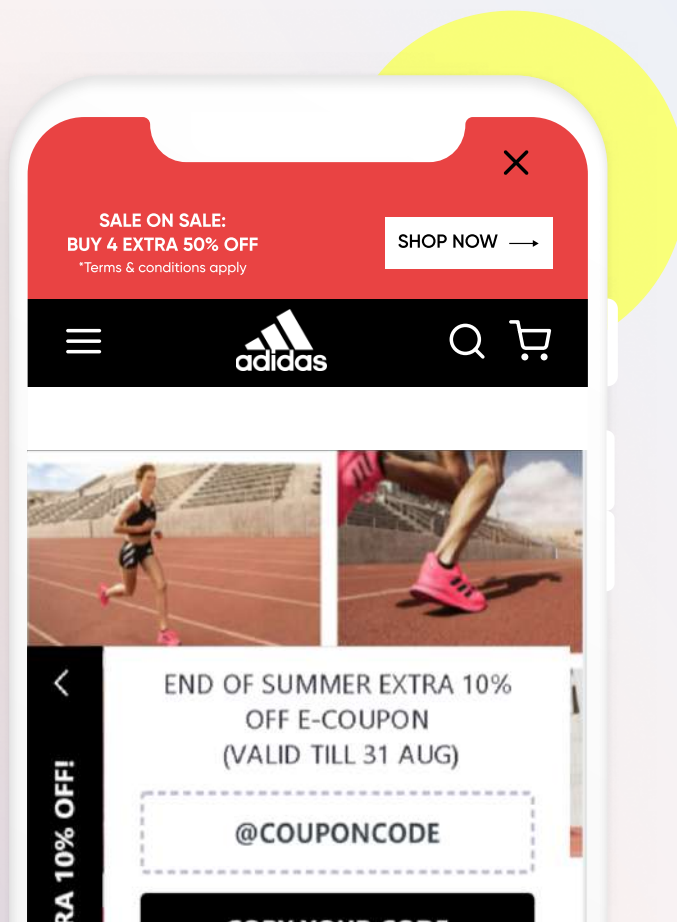
The challenge

Adidas wanted to improve its mobile experience and increase conversion rates by addressing the challenge of site navigation on a smaller screen.

The solution

Insider's growth experts recommended Category Optimizer, a tool which rearranges the mobile menu based on browsing history, showing the most frequently searched category at the top and removing clutter from the menu for mobile users.

Category Optimizer made it easy for customers to discover relevant products on mobile quickly, leading to a much better customer journey with reduced friction.



The results

259%

increase in AOV from
new users in one
month

35.3%

increase in conversion
rate from returning
users

USE CASE #2

Increasing mobile conversion rate by 50.3% with Category Optimizer

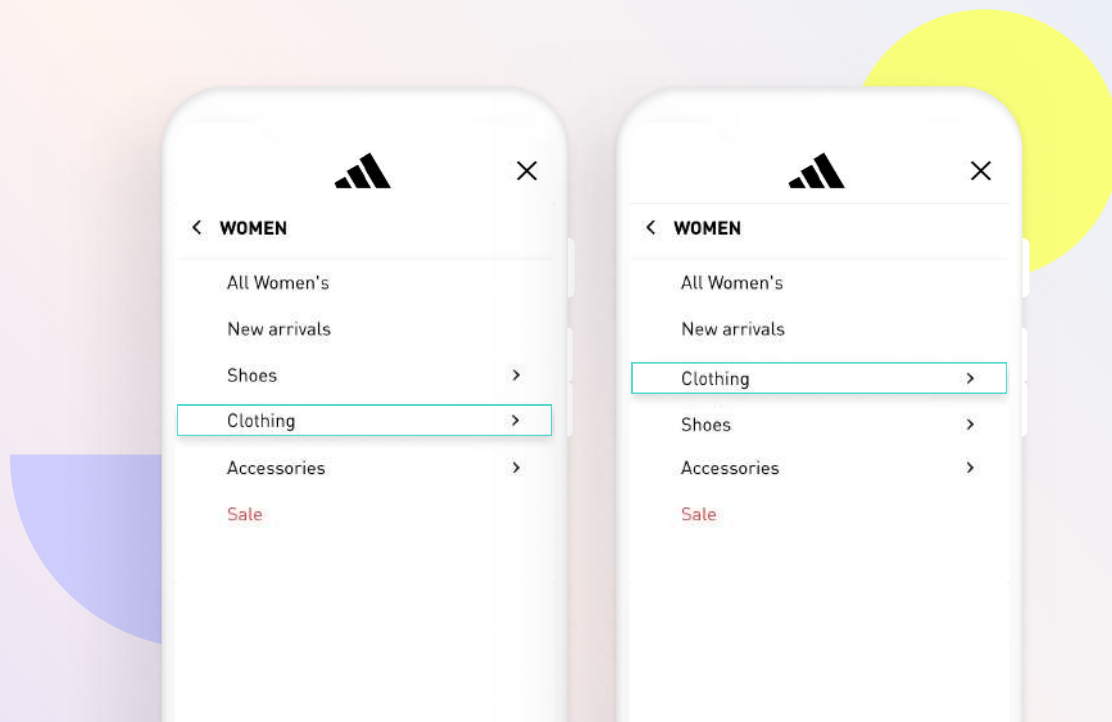
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The results

50.3%

increase in conversion
rate on mobile

USE CASE #3

Increasing the homepage conversion rate by 13% with Smart Recommender

The challenge

Adidas wanted to harness the power of AI and machine learning to make it easier for customers to discover and purchase new products. They wanted to improve conversion rates by showing relevant products based on each customer's browsing history, intent, and behavior.

The solution

Insider's growth experts helped Adidas implement Smart Recommender, Insider's AI-backed tool for building highly-personalized cross-channel recommendations.

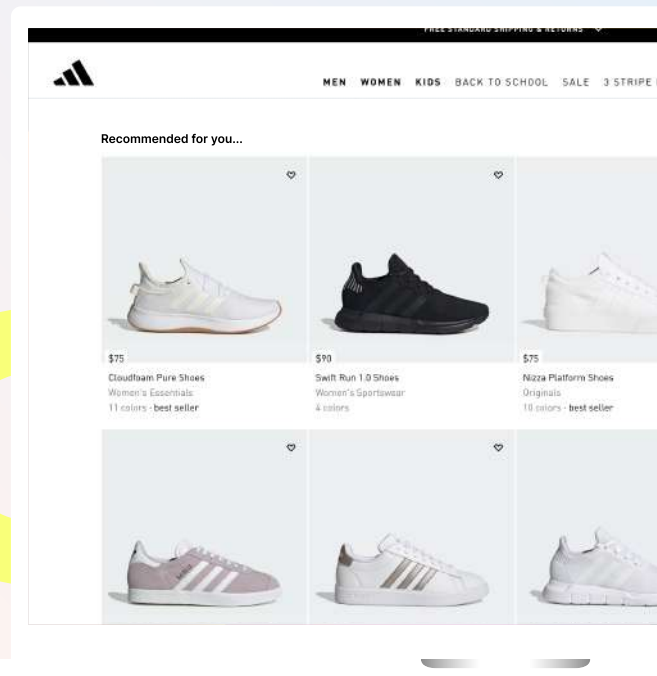
Smart Recommender combined the power of machine learning and AI to show relevant product suggestions to Adidas' customers, such as trending products, recently viewed items, location-based bestsellers, and often purchased together.



Insider's growth experts suggested exactly which tools to use to achieve our objectives. We implemented personalized product recommendations on the homepage and this helped us generate a 13% increase in conversion rate in one month. Insider's tools are amazing.

Sam Hau

Senior eCommerce Manager



The results

7%

increase in
conversion rate on
product pages

13%

increase in conversion
rate on the homepage
in one month



Summary

Thanks to Insider's range of personalization tools combined with advanced segmentation capabilities, the team at Adidas hugely improved the performance of their website across both Mobile and Web. They were able to engage their audience with relevant, timely, and personalized messaging to increase conversion rates and AOV.

Looking ahead

Adidas aims to further improve conversion rates across Web and Mobile, increase signups and registration rates, and maximize customer lifetime value through Insider's AI-backed capabilities.



Favorite feature

**Smart
Recommender**

Adidas' favorite feature is **Smart Recommender** because of its ability to transform the customer experience by helping customers discover new products, specifically targeted to them based on intent, behavior, and browsing history.

About Insider

Insider—a single platform for building 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 consistent and engaging experiences across channels like Web, App, Web Push, Email, SMS, and Messaging Apps (WhatsApp, RCS).

Insider recently unlocked unicorn status and was congratulated by NASDAQ for becoming one of the few woman-founded, women-led B2B SaaS unicorns in the world. Insider was named a Leader in the 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.

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