

SUCCESS STORY

Belgian Cycling Factory choses Insider to unify data and build personalized customer journeys to maximize CLTV and drive revenue



Personalization

TTV

Gamification

ROI

delivered
within 6 weeks

6X

faster campaign
execution



Performance and
Advertising Marketeer

BELGIAN
CYCLING FACTORY



No one bike fits all, and this is also true of customer experiences. Insider is the perfect partner to help us deliver personalized customer journeys that unlock new revenue and maximize customer lifetime value."

Why Insider?

Belgian Cycling Factory was scaling rapidly, with sales growing 4X year-over-year. And with even larger targets set for the future, it needed an actionable customer data platform (CDP) that would help scale up its marketing operations—fast.

Having learned Insider had secured multiple funding rounds from renowned tech venture capitalist firm, Sequoia, Belgian Cycling Factory was confident it could trust Insider to help supercharge its customer experience.

Furthermore, Insider's 24/7 local support was particularly important. Having a dedicated, Dutch-speaking customer success manager located in the region made communication and collaboration easy—and the team at Belgian Cycling Factory was impressed by the depth of Insider's local expertise.

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USE CASE #1

Ensuring a rapid implementation to deliver ROI in days

The challenge

Belgian Cycling Factory needed a new CDP, fast. Its existing contract was ending in six weeks and it was crucial the team didn't lose access to data or lose momentum on its marketing strategies. It needed a provider who could deliver fast time to value.

The solution

Many vendors said such a quick implementation wasn't possible. But Insider was confident it could get Belgian Cycling Factory up and running in no time at all. After all, Insider's platform is ranked #1 for fastest time to value on G2.

Thanks to Insider's expertise and step-by-step implementation guidance, it took just three days to get Belgian Cycling Factory's first email campaign up and running. Insider's easy-to-use interface made campaign creation quick and hassle-free—something Belgian Cycling Factory wasn't used to with its previous supplier.

The results

ROI delivered
within 6 weeks

Trust by 1,200 global brands

SAMSUNG

GAP

L'ORÉAL

 Santander



 TOYOTA

MAC

[Book a demo](#)

USE CASE #2

Gaining a 360-degree customer view with Insider's actionable customer data platform

The challenge

Belgian Cycling Factory's previous CDP required developer-level expertise, which left its marketers frustrated and unable to use data effectively. It needed an enterprise platform that was powerful, intuitive, easy to use, and most importantly, designed for marketers.

The solution

Belgian Cycling Factory needed an actionable CDP; one that could not only unify its customer data, but activate the data to drive results.

It chose Insider for its ease of use, incredible 100/00 user satisfaction score, and the fact it provided a 360o customer view. Insider's advanced suite of activation products across both onsite and offline channels would help Belgian Cycling Factory turn data into results. By integrating offline data with online data, it could communicate with customers holistically, sharing the most relevant recommendations and content for each individual.

The team was immediately impressed with Insider's advanced personalization capabilities and customizable email templates which enabled them to build on-brand email campaigns within minutes. The best part was the team no longer needed to rely on its IT team to launch campaigns—Insider let them build and launch branded campaigns from within its platform, without the need for dev. This hugely sped up its marketing activity and freed up resources to work on other projects.

The results

6X faster campaign execution

USE CASE #1

Increasing CLTV with personalized, cross-channel customer journeys

The challenge

Belgian Cycling Factory had over 2 million customer profiles which offered huge potential for upsell and cross-sell—a marketing tactic it had yet to tap into due to slow systems and long delays with its previous provider.

The solution

Using Insider's cross-channel journey orchestration tool, Architect, the marketing team created personalized customer journeys that responded to users preferences and behaviors.

Rather than relying on generic batch and blast emails, Architect enabled the marketing team to send relevant, contextual, and timely messages across the entire customer lifecycle, driving customers back to site and maximizing customer lifetime value.



Insider is a fantastic platform. It's an integral part of our tech stack philosophy: transparency, scalability, connectivity, and intuitivity. Our expertise in the cycling industry helps us distinguish ourselves from the competition, and Insider's platform helps us communicate our unique brand message across our digital channels."

Performance and Advertising Marketeer





Looking ahead

Belgian Cycling Factory is looking to feed product data into Insider's platform to provide more personalization on a product-by-product basis. It's also working on building a range of AI-driven marketing campaigns and messaging for its customer base to ensure relevant, timely, communication to build brand loyalty. The key campaigns its currently exploring are back-in-stock alerts and personalized product recommendations such as "Often bought together" and "Complementary products".

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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