



## SUCCESS STORY

# How Dover Saddlery achieved 29X ROI and generated \$2M in incremental revenue with Insider's personalization suite



**29X** ROI

**\$1.7M** incremental revenue via InStory

**\$2M** incremental revenue via Personalization

**5%** increase in conversion rates



Director of Digital Marketing



Insider helped us deliver personalized experiences across our desktop and mobile sites significantly improving conversion rates by **5%**. Using Insider's personalization suite helped us drive **\$2M** in incremental revenue and realize **29X** ROI."

## Executive summary

Dover Saddlery is a leading equestrian retail chain offering a large selection of horse tack, stable supplies, and equestrian apparel.

Offering world class service and products is a founding principle at Dover Saddlery, which is why it launched a strategic initiative to modernize, personalize, and optimize its customer experience. Dover Saddlery worked closely with Insider to deploy advanced personalization strategies across its desktop and mobile sites, including using InStory—an Instagram-like shopping experience that improves product discovery—to drive \$1.7M incremental revenue.

## About Dover Saddlery

Dover Saddlery chose Insider because of a successful proof of concept which clearly proved Insider's ease-of-use and unlocked immediate ROI. The team at Dover Saddlery loved how marketer-friendly Insider's platform was, making it easy for them to make changes, test, and optimize their digital properties—fast and at scale. They were also delighted to experience a quick implementation process and fast TTV.

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# Building engaging experiences with Insider's InStory and Personalization capabilities to drive 29X ROI.

## The challenge

Dover Saddlery's digital marketing team was tasked with improving the customer's shopping experience. As well as launching a new site, they focused on building a customer experience strategy which improved personalization, made better use of data for audience segmentation, and accelerated product discovery. Their end goal was to deliver a frictionless, personalized experience for every customer.

As a small team, Dover Saddlery's marketing team was challenged with bandwidth; they needed an easy way to deploy personalization.



As a small team, we appreciate Insider's partnership and the ease-of-use of the platform. We were able to get started quickly, and couldn't believe how easy and quick it was to launch our first InStory campaign."

Director of Digital Marketing

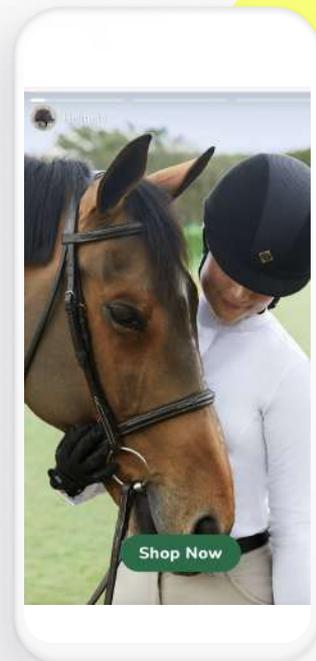
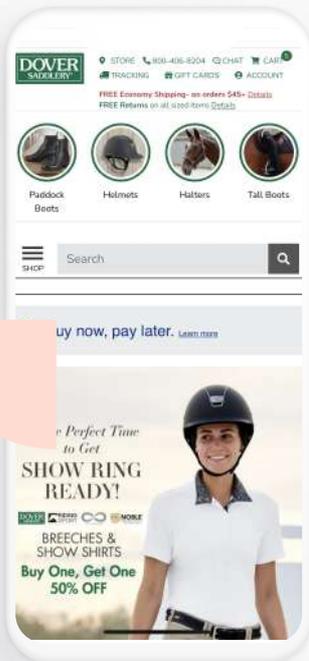


## The solution

Working closely with Insider's growth experts, Dover Saddlery deployed personalization on its desktop and mobile sites.

Insider's personalization engine is built on top of a powerful customer data platform (CDP) enabling Dover Saddlery to better understand its audience and create segmentation strategies that better engaged its shoppers.

To improve product discovery and engagement rates, Dover Saddlery implemented InStory—Instagram-style stories that speed up product discovery and increase engagement with full-screen, immersive stories. This simple to use tool helped the team save resources by enabling them to repurpose Instagram content for InStory, rather than wait for lengthy design cycles from their internal design team.



## The results

**29X**  
ROI

**\$1.7M**  
incremental revenue  
via InStory

**\$2M**  
incremental revenue via  
Personalization

**5%**  
increase in  
conversion rates



Insider has made a significant impact on our business, generating \$2M in incremental revenue through personalized experiences, and we're just getting started."

Director of Digital Marketing



## Looking ahead

Looking forward, Dover Saddlery wants to continue on its mission to modernize its customer experience and open up personalization and engagement strategies through other channels, including WhatsApp and SMS.

## 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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