

How Vodafone increased conversion rates by 159% and gained 6X ROI thanks to Insider's cross-channel capabilities

Personalization

InStory

Smart Recommender



6X Return on Investment (ROI)

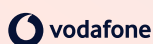
159% increase in CVR in 3 months

64% increase in lead generation



Insider has become so much more than a technology partner for us. They own our growth targets like their own and always share best practices and industry know-how, helping us skip trial-and-error phases to achieve results faster. We've managed to achieve 6X ROI from the tool already.

Group Head of Digital Marketing and eCommerce



Executive summary

For Vodafone, it was important to provide digital customer experiences that reflected its status as a best-in-class technology leader. Vodafone worked closely with Insider's local growth experts to create more precise AI-led segments that would individualize experiences for every customer both online and offline.

Insider helped Vodafone deliver a multichannel marketing strategy that engaged its audience across **Email, Web Push, Facebook**, and more. Using Insider's advanced segmentation capabilities, Vodafone sent timely, relevant, and consistent messages to highly targeted audiences, helping to increase conversions by **159%** and gaining **6X** ROI over three years.

About Vodafone

Vodafone is the largest mobile and fixed network operator in Europe. Operating in 21 countries, Vodafone has over 300 million mobile customers, 30 million broadband customers, and 20 million TV customers. They also connect more than 120 million IoT devices worldwide. Their mission is to create a digital society that includes everyone and helps protect the planet by connecting people, businesses, and communities, so that everyone can tap into the benefits of a digital society. Vodafone has been an Insider partner for three years.

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USE CASE #1

Using advanced segmentation to increase conversion rates with highly targeted messaging

The challenge

Vodafone was looking for ways to enhance its cross-channel marketing strategy and test new channels for engaging its audience. They wanted to increase Average Revenue Per User (ARPU), customer retention and loyalty, and conversions.



We have a very high volume of traffic on our digital assets, so even small improvements make a huge difference to our success metrics. Insider's predefined templates and easy-to-use interface allowed our marketers to take quick actions and communicate with the customers on different channels.

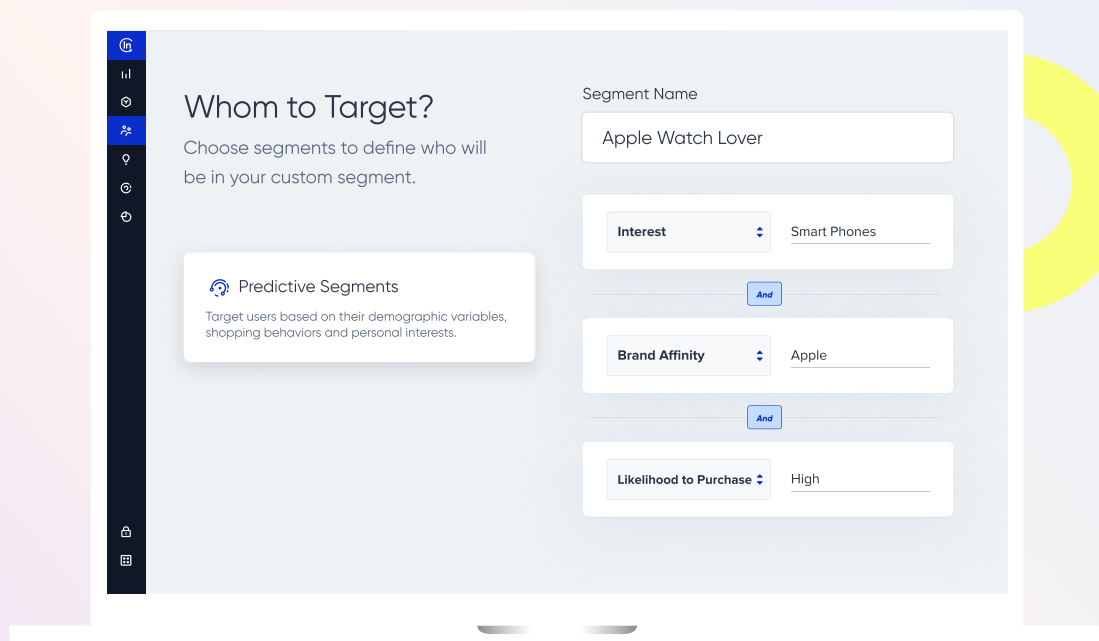
Group Head of Digital
Marketing and eCommerce



The solution

Insider's cross-channel capabilities—including **Web Push**, **On-Site**, **Email**, and **Facebook**—helped Vodafone engage its audience with consistent, timely messaging across multiple channels.

With **120+ ready-made attributes** to segment users (including traits, behaviors, preferences, and more), Insider empowered Vodafone's marketing team to quickly build and launch new, expertly segmented campaigns to highly targeted audiences.



The results

64% increase in
lead generation

52% increase in CVR
in 3 months

USE CASE #2

Increasing CVR by 159% with cart reminder Push Notifications

The challenge

Vodafone was looking to improve its conversion rate and believed cart abandoners would be a great low-hanging segment to target. Having completed most steps in the sales funnel already, a small nudge towards completing their goals could make a huge difference in conversion rate.

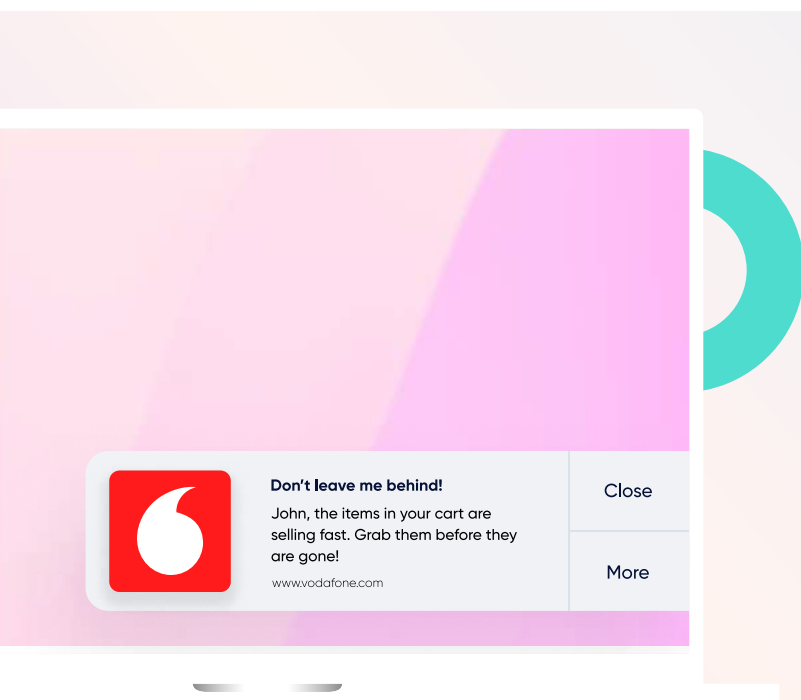
The solution

To increase conversions amongst this engaged audience, Vodafone launched a cart reminder campaign. They targeted cart abandoners with onsite 'cart reminder' messaging while browsing the site, helping create a sense of urgency and demand about their cart.



Last quarter, onsite cart reminders increased conversion rates by 159% and the platform as a whole delivered more than **6X ROI**.

Group Head of Digital
Marketing and eCommerce



The results

6X

Return on
Investment (ROI)



Summary

"I'd recommend Insider to any brand looking for a 360-degree customer view and enterprise-level technology partner that allows them to speak to the individual at scale. Insider also delivers the fastest time to value in the market," says Uğur.

Vodafone also loves how Insider's onboarding and customer support teams are on-hand every step of the way. "They understand what we're looking to achieve and go out of their way to help us achieve it. At Vodafone, we have a lot of partnerships, but Insider is a preferred one."

Looking ahead

Vodafone is always looking ahead to best serve its customers. Following the success of the Insider partnership, Vodafone is keen to explore emerging new channels to boost engagement and communication with its' customers - where they already are.

The marketing and eCommerce teams are actively exploring how to further use Insider's AI-predictive segments to predict customer behavior to tailor every touch point, based on predicted intent in real-time.



Favorite feature **Smart Recommender**

The team at Vodafone love Insider's **Smart Recommender** tool because of how quickly its algorithms learn customer preferences to deliver revenue. This capability allows Vodafone to deliver 1:1 recommendations based on predicted behavior, engagement data, popularity, or relevancy.

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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