THE CX GRAND PRIX
RACE 03

The need for speed.

Imagine you work for a Formula 1 team and it's time to start designing next season's car. Your competitors are redesigning their cars and **you mustn't fall behind.**

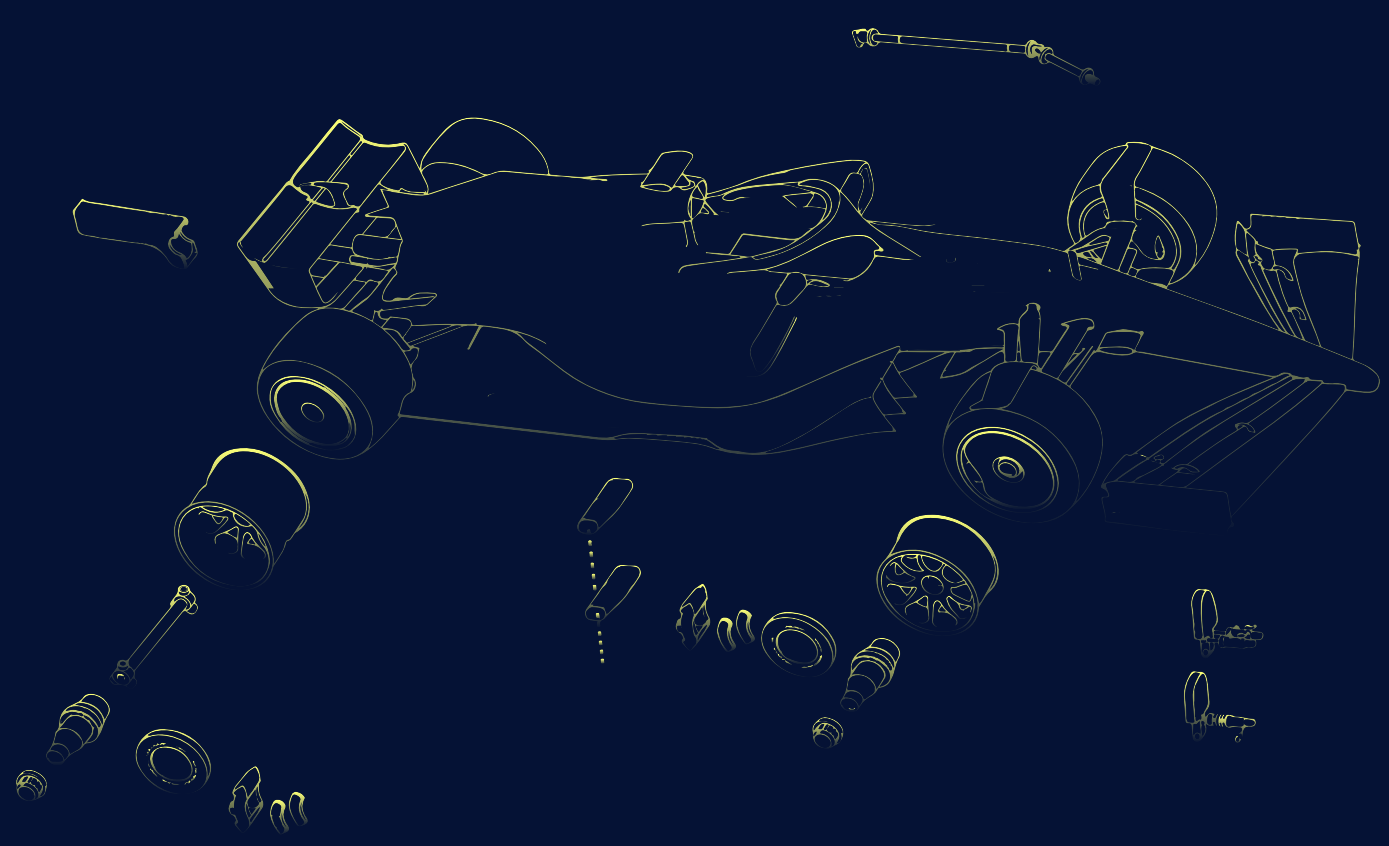
You have all the data from the previous season to work with—more than one million data points per second during each race. That adds up to 1.5 terabytes of data for every race weekend.

You've also got feedback from your drivers about the performance of the current season's car.

You're looking at designing, testing, and building 14,500+ individual components:

- Almost every component is **bespoke and unique**
- **Each item** will need to be upgraded and replaced between races
- You'll have **five months** to get the car from design concept to road ready
- You'll have to **transport** these parts to 23 races in 20 countries across 5 continents

And these components must function at their best under G forces almost **twice those of a spaceship leaving the Earth's atmosphere.**



Success loves speed

In Formula 1, **speed is everything**. It's not only the boldest or most skilled driver that wins. It's also the car that can best withstand the stresses of a Formula 1 track at high speed.

Even the greatest driver in the world can't win a Formula 1 race without a great car to win it in. A car that can be **upgraded continuously** throughout the racing season. One that's continuously evolving with micro-adaptations and incremental improvements. Even during a race.

"I have no fear of speed. Only a fear of not reaching my potential."

- Ayrton Senna, three-time Formula 1 World Champion

"The race to bring car updates and out-develop rivals across the course of the season is often where championships are won and lost."
(Source. Formula1.com)

"If we've found something that improves the car, we want to get it to track as quickly as possible."

- Nick Chester, former Chassis Director at Renault

So it's not just speed during a race that counts. It's also the speed with which the team can design, develop, build, and evolve the car across the season.

When you look at the numbers, the scale of this achievement seems incredible. F1 teams have only five months between October and pre-season testing in February to design and manufacture **over 14,500 components** of their new car.

And during that car's lifetime, the team updates a component on average **every 20 minutes** from the moment the car is first produced to the moment it's retired.

Constant, continuous, and fast adaptation is necessary for any F1 team that wants to win. What does this mean for marketers?

The need for speed is as prevalent in marketing as it is in Formula 1. And putting together a marketing campaign is similar to building a Formula 1 car. You have tons of moving parts that must be monitored, analyzed, and updated constantly—even during a campaign.

The longer it takes to get that campaign up and running, the more ground you lose to your competitors. The longer it takes to set up your martech stack, the more precious time and **potential sales you lose.**

You want to be able to tweak things quickly, run tests and act on the results, and be adaptable and flexible... Not have to wait hours, days, or even weeks for your dev team to update bits of code on your site every time you want to change something.

In today's fast-paced, ever-changing landscape of customer demand and technological development, focusing energy and resources on building a culture of speed can help put you in pole position.

So how do Formula 1 teams do it? How can they design and build tens of thousands of unique high-spec parts in time for every racing season? **And what's the cheat code that marketers can apply to their own strategy?**

The Formula 1 'cheat code' for continuous innovation.

Simple...

They use templates.

Yep—you heard that right.

Even though every F1 car is uniquely designed each season, the teams build many parts to a standard design.

But the real secret of their success? They use a series of **pre-built and proven templates** of components from the current season to **speed up innovation.** Then, each is tweaked and developed in line with real and simulated tests to **achieve incremental gains,** enabling them to build new track-ready components much faster.

”A key part of our plan for the season has been rolling development. Following the launch, there has been a series of small updates to the floor, the barge boards, the front wing, the brake ducts. Not big changes but lots of them. Whenever we find some performance in the wind tunnel, we take it to the car.”

- Jody Egginton, Technical Director at Scuderia AlphaTauri

The cost of being overtaken.

Make no mistake—just as each F1 team races against competitors, so do you. And the wrong martech is just like being stuck in first gear all the way—or driving with a punctured tire.

There’s no way you can win when slow processes and development issues stop you from even getting off the starting grid.

We’ve all been there—that dev task that gets raised every week but never makes it to the top of the priority list. That campaign where you **can’t measure your results** properly because you need to add some code to your site. That email campaign you keep delaying because you **can’t build your own bespoke landing page.**

Infuriating, isn’t it?

Picture two eCommerce brands in the Spring season, both launching a range of new clothing products.

Brand A has integrated a new martech platform quickly and easily, while brand B is using multiple-point solutions while struggling to integrate a new system:

Step 1: Implementation/Migration

Brand A:

Chooses a martech platform they can integrate using **tag managers**.

Total elapsed time: 4 weeks

Brand B:

Chooses a tech platform that needs **javascript code** to be placed across all digital properties. The marketing team runs into trouble after four weeks and calls on the IT team for support. The IT team takes six weeks to respond to the request, and then three weeks to act on it.

Total elapsed time: 13 weeks

Step 2: Customization

Brand A:

Their martech platform uses **automated business rules mapping**, making customization quick and easy.

Total elapsed time: 5 weeks

Brand B:

Needs IT support to **map existing events and attributes**

manually. The IT team takes a couple of weeks to get around to it, and then another couple of weeks to complete the task.

Total elapsed time: 17 weeks

Step 3: Data Layer Mapping

Brand A:

Their martech platform uses **automated data layer mapping** to integrate existing data from across the business into a single unified customer view.

Total elapsed time: 6 weeks

Brand B:

Needs the IT team to **manually map** data from their content management system, customer relationship management system, and product catalog.

Total elapsed time: 21 weeks

Step 4: Channel Integration

Brand A:

Their martech platform **integrates seamlessly** with their website, mobile app, email, SMS, and WhatsApp via ready-to-use APIs.

Total elapsed time: 7 weeks

Brand B:

Their martech platform **can't integrate automatically** with all channels. They need IT support for manual integration, and again they have to wait until IT can prioritize their task.

Total elapsed time: 24 weeks

Brand A **takes seven weeks** to launch, while brand B takes 24 weeks—**almost six months!**—to achieve the same result.

That's **a 17-week head start** for Brand A, which can start sending out eCommerce campaigns before brand B has even consolidated its customer data.

This is the equivalent of an F1 team having its new car ready for track testing before its rival can even start building the components.

Marketers need a system that can keep up.

The speed and adaptability of your martech is a critical measure of success in today's fast-paced world. Your **Time to Value**—how quickly you can achieve a positive ROI—**is more important than ever.**

You need a system that can keep up. A platform like Insider ensures you become brand A and not brand B.

Insider's structured approach to implementation, migration, and consolidation results in a headache-free process that avoids any wasted time, meaning you can **reach value as quickly as possible**. Our process is transparent and simple, based on a thorough understanding of your challenges and business goals, and we provide best-in-class support throughout implementation.

★★★★★

"Getting started with Insider was seamless, as we had the team guiding us step-by-step: from technical implementation to product usage."

Lenovo **Reno Chow**
Head of eCommerce

Read the full case study. ⟶

★★★★★

"Insider's team proactively supported us during the tech integration process, suggesting best practices that will help us squeeze more out of their platform. With Insider, our whole marketing process has been greatly simplified, and it is this, along with the admirable tech support, that makes them a great choice for us at LEGO/KOJ."

LEGO **Francois Marque**
Marketing & Ecommerce Manager

Read the full case study. ⟶

★★★★★

"One of the most impactful things from Insider has been how we have been able to save the costs of IT development because the platform is a self-service, easy-to-use interface that does all the work we would ever need on our website to create and execute new marketing campaigns."

— Innovation Lab Manager
and Insider client

Read the full review. ⟶

★★★★★

"The customization capabilities of Insider meant that we could personalize our notifications to deliver highly-relevant and individualized content to our customers. Using these features we were able to significantly improve our Average Order Value, CTRs, and Conversions in just two months."

BURGER KING **Dmitriy Yakovlev**
Head of Marketing

Read the full case study. ⟶

★★★★★

"Creating campaigns was very easy and we were able to increase the number of journeys we were creating for many different scenarios... Within a few weeks of implementation of Onsite Personalization, we observed an uplift of 102% in conversion rates."

— Insider client

Read the full review. ⟶

★★★★★

"The process from ideation to implementation is the quickest I have ever experienced with a tech partner... We love the ability to discuss new features and ideas we've seen across other sites on different platforms, and within a week or two, we are experimenting and testing that experience on our site."

— Head of Digital and Insider client

Read the full review. ⟶

★★★★★

"The best advantage of [Insider] is responsive technical support and quick implementation."

— Analysis and Operations Chief
and Insider client

Read the full review. ⟶

Insider empowers marketing teams to launch campaigns in minutes, with 40+ pre-approved in-app templates. You can quickly toggle and tweak live campaigns to respond to market demand.

The Template Store allows you to easily send messages with rich elements, multiple layouts, and positioning. You can even gamify and build personalized in-app experiences with:

- **Live testing capability**
- **Zero IT dependency**
- **No need to wait for app store update**

The Template Store also works with WhatsApp.

Above all, today's marketers need a martech platform provider that **understands and prioritizes their need for speed. Insider** is that platform.

Don't just take our word for it...

Insider takes first place on G2

Insider achieved the highest user satisfaction score with a perfect 100/100, and outplayed all vendors in 145+ grid reports and indexes including Mobile Marketing, Personalization, CDP, Personalization Engines, Customer Journey Analytics, and Ecommerce Personalization.

(Source: G2.com)

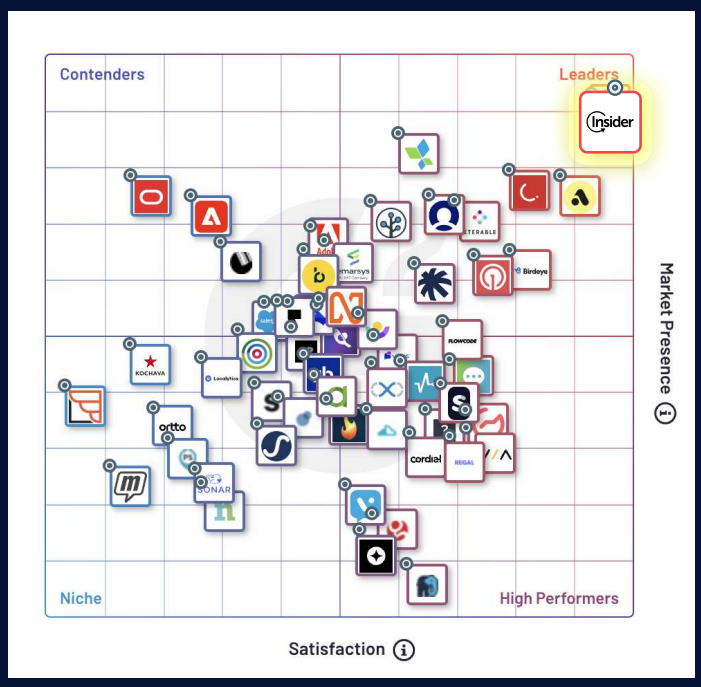


Image source: G2.com

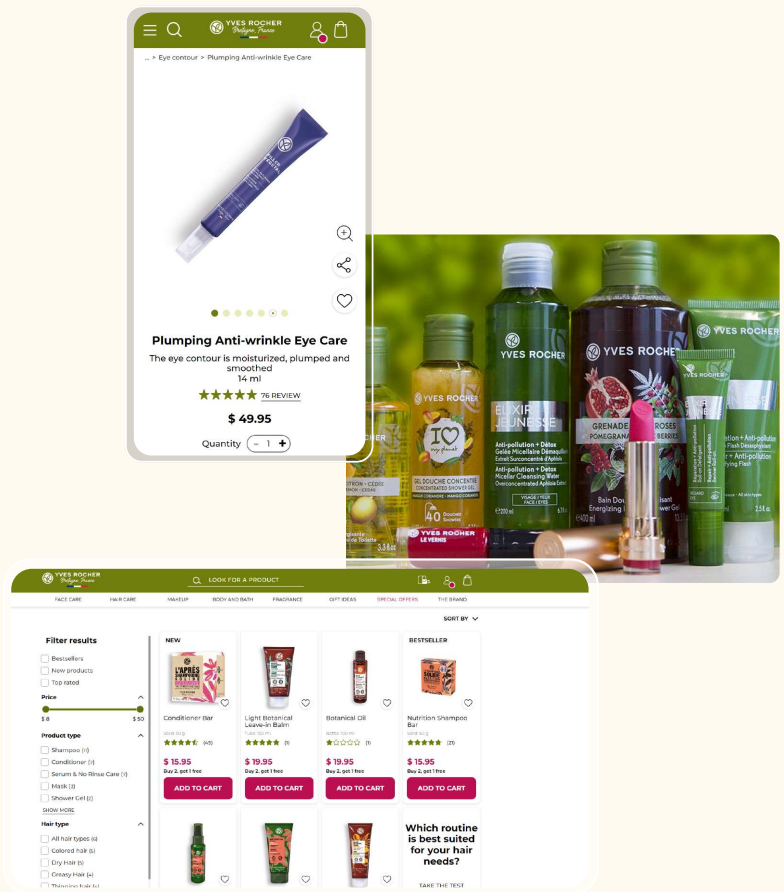
RACE 03 WINNER

YVES ROCHER

Ensuring a rapid return on investment

Yves Rocher wanted to optimize the revenue potential of its user data by engaging those users more effectively and building more responsive customer journeys.

Yves Rocher needed a technology partner that could combine a wide set of features and tools (including ready-to-use templates) with a fast and agile approach to campaign design, management, and optimization.



Leveraging customer data

Using Insider's predictive ad audience targeting, AI-powered recommendation engine, banner management, and pre-built templates, Yves Rocher was able to leverage user and customer behavioral data to optimize cross-selling and conversions across multiple channels and the company's website and mobile app.

By working with Insider's platform, Yves Rocher was able to design and build multiple omnichannel campaigns and customer experiences that targeted web users and existing customers in a more responsive, personalized, and effective way. Crucially, they could execute these campaigns quickly and with minimal fuss —and tweak their approach in real-time with ease.

To win race 3, marketers must leverage the power of a martech platform that allows them to design, build, test, and tweak campaigns at greater speed and with greater flexibility than their competitors.

Rapid adaptability to changing customer trends is becoming necessary for marketers who want to outpace the competition and achieve a rapid time to value.

Insider's library of powerful and adaptable messaging templates empowers marketers to anticipate and respond to customers' needs. Yves Rocher, the global cosmetics and beauty brand, used Insider's AI-powered growth management platform and extensive template library to boost leads by 6% in just 30 days, achieving a 39% uplift in return on ad spend and 7 x ROI in five months.

RACE 04

COMING SOON

Sign up for our Formula 1 series to be alerted of new content as soon as it drops! Race 4 will be heading your way soon...