

SUCCESS STORY

How Lenovo reduced friction and increased add-to-cart click rates with Insider's onsite personalization solution

Gamification | InStory | Personalization



8.6% increase in add-to-cart CTR

5% CTR for LenovoPRO membership campaigns



Director, eCommerce Department



Insider has provided **consistent and reliable support** over the last five years since 2019, catering to the different audiences for all three of Lenovo's eCommerce platforms. For anyone considering a solution for **personalization and customer journey automation**, we highly recommend Insider."

Executive summary

Lenovo's PCs and smart devices are considered high-involvement products— customers carefully explore, compare, and evaluate products before they decide to purchase. The company wanted to accelerate this process and needed a reliable marketing solution that could automatically trigger and manage personalized nudge messages to guide each person along the complex purchase journey.

As a result, Lenovo has seen an **8.6%** increase in add-to-cart click rates for its 'Build Your PC' product, and a **5%** CTR for membership campaigns on the company's B2B website, Lenovo PRO

About Lenovo

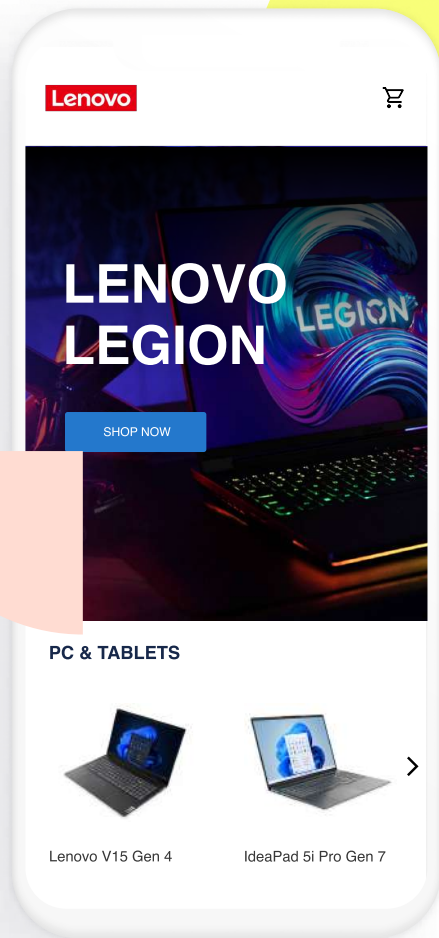
Founded in 1984, Lenovo Group is a leading global technology company specializing in manufacturing and marketing consumer electronics, personal computers, software, and business solutions. The brand has millions of customers in over 180 countries, with over 63,000 employees in over 60 countries.

As the world's largest PC seller and smart device manufacturer, Lenovo is leading the intelligent transformation of companies by providing "smarter technology for all" with the world's most comprehensive portfolio of connected technology products. The brand needs to work with a comprehensive tech stack that meets customers' needs to ensure its marketing efforts reflect this high-tech reputation.

Why Insider?

The team reviewed several marketing solutions. After careful consideration, it was clear Insider was the best option. Insider's impressive selection of customizable templates, scalable personalization features, and sophisticated A/B testing and analysis capabilities impressed the Lenovo team.

Increasing add-to-cart rates with Insider's customized auto-save



The challenge

'Build your PC' is one of Lenovo's most popular online offers. However, as the process requires a lot of decision-making from the buyer, Lenovo's marketing team found users repeatedly left and revisited the site to compare the specs with other products. Lenovo wanted to minimize drop-offs by simplifying the process and removing as many barriers to purchase as possible.

The solution

Insider recommended using customized page configuration for returning visitors who had already made their selections and left mid-process. When returning, these visitors found their choices had been automatically saved. This allowed them to pick up where they left off without reselecting the options. Auto-saved page configuration for returning visitors increased Lenovo's add-to-cart click rate by **8.6%**.

Watch the video for a detailed demonstration of this feature

The results

8.6%

increase in add-to-cart
click rate



With the help of Insider's account manager, we set up a campaign that would move users down the purchase funnel, ultimately leading users to convert."

Director, eCommerce
Department

Lenovo

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USE CASE #2

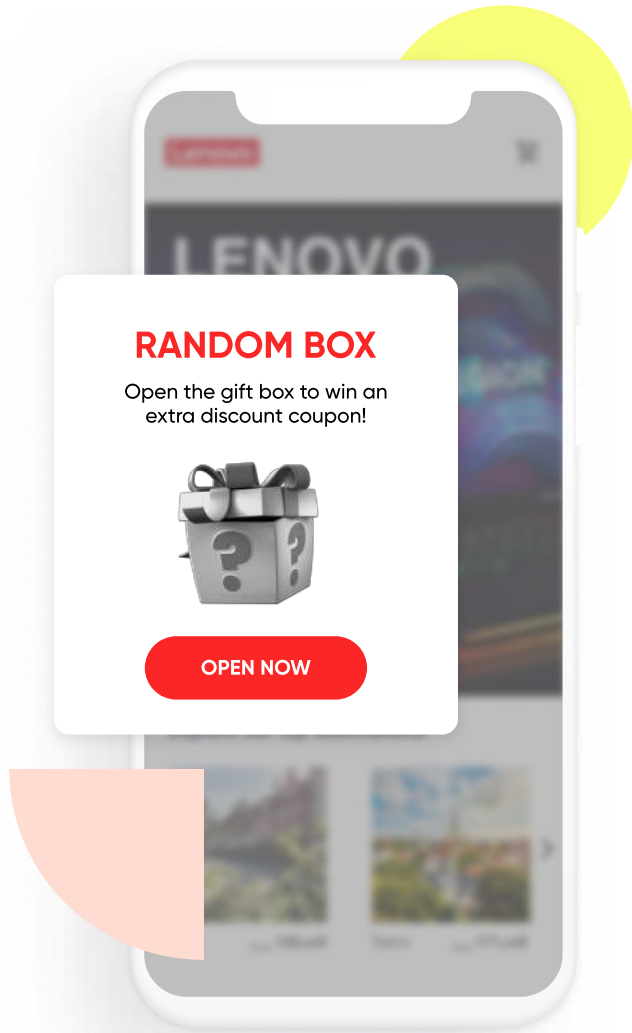
Increasing user engagement through gamification during peak season

The challenge

Lenovo needed a strategy to maximize customer engagement during the peak holiday season. When competing against so many deals and limited offers, it wanted to keep customers from bouncing once they entered the site, instead driving them towards a final purchase.

The solution

Insider recommended using its **Random Box gamification** tool, which allowed Lenovo's marketing team to offer a range of discount coupons set at different levels. Users were presented with a pop-up offering discount coupons at random. On clicking the pop-up, users were rewarded with the chance to win a discount on their purchase. Using this gamification feature increased user engagement, achieving an average click-through rate of **6%**.



While we run a lot of different campaigns with Insider, the best ones for performance and engagement are 'gamified' ones, especially our 'Random Box' campaign."

Director, eCommerce Department

Lenovo

The results

6%

Average CTR

USE CASE #3

Leveraging familiarity to increase engagement with InStory's personalized ads

The challenge

Lenovo currently runs separate site experiences for its core audience programs—Lenovo PRO for businesses, and Lenovo EDU for students. Customers can only make purchases once they are members of these programs. Membership encourages increased CLTV and loyalty, so Lenovo wanted to increase sign-ups by bringing the fun and experience of social platforms to its website to increase engagement with student customers.

The solution

Lenovo leveraged the power of **InStory**, Insider's personalized stories based on user purchase history, real-time behaviors, and predicted actions. InStory is a thumbnail-to-full-screen experience builder to help marketers get more eyes on products through a familiar, immersive format.

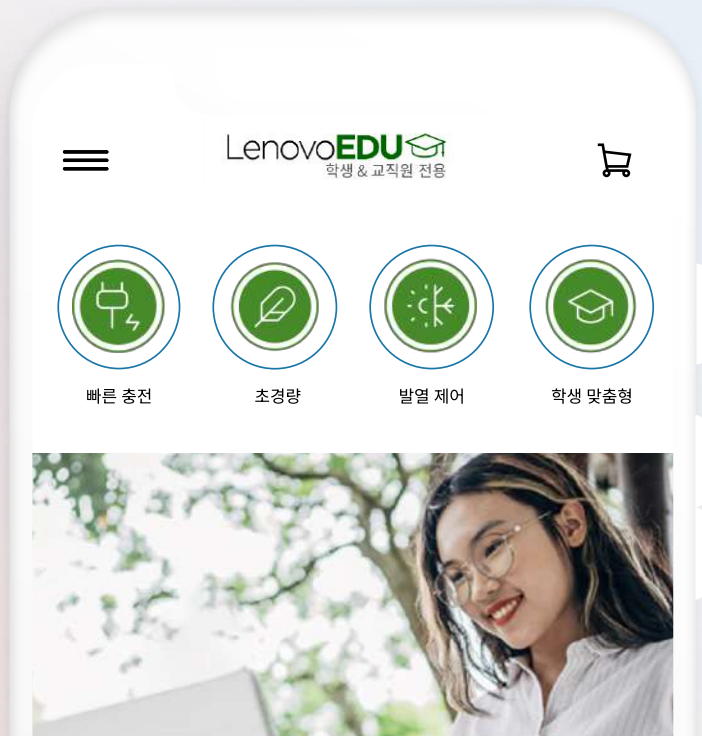
Lenovo made story highlights with keywords students generally use when buying computers, e.g., 'Rapid Charge', 'Student Laptops', and 'Smart Technology'. When students tapped on the story highlight, they could swipe, tap, and hold to see the ads in a more detail. Visualizing the benefits in a setting they already know encouraged viewers to click and helped increase customer engagement.



With Insider, we can create **meaningful interactions** at multiple touchpoints which largely helped us strengthen our overall B2B customer experience strategy, while InStory enabled us to improve **onsite engagement** significantly with student users."

Director, eCommerce Department

Lenovo



The results

**Reduction in
bounce rate**

**Increase in
customer engagement**



Summary

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Director, eCommerce Department, Lenovo

Looking ahead

Lenovo is looking forward to experimenting more with Insider's gamification templates to increase user engagement longer term. It's also interested in exploring AI-powered predictive segments to tailor journeys based on predicted intent in real-time across its most popular channels.



Favorite feature **Gamification**

Lenovo's favorite feature is **Random Box Gamification**. The company has found it to be the highest performing and most engaging of its campaigns, and is looking forward to implementing more gamification strategies in the future to increase lead collection and increase engagement even further.

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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