

SUCCESS STORY

How Avon improved conversion rates by up to 78% in just three months with Insider's advanced personalization tools

Personalization

Onsite

Product Discovery



58% increase in conversions via Countdown Bar

23% increase in conversions via Smart Recommender

78% increase in conversions via Banner Management



Murat Baris
Head of eCommerce
AVON



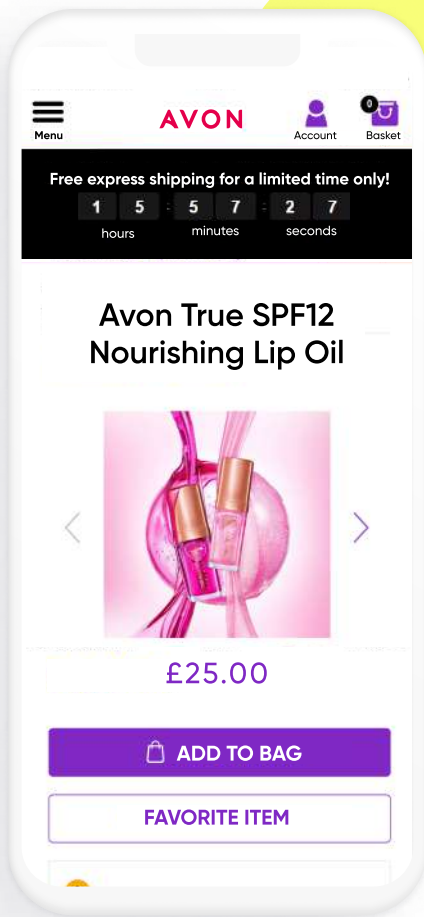
Insider enabled us to deliver highly personalized and AI-driven experiences on our website, which helped us improve our conversion rates by up to **78%** from some campaigns.

Executive Summary

Insider helped Avon bypass its slow and delay-heavy internal processes to launch innovative on-site marketing campaigns with ease. By using tools from Insider's Web Suite – including Countdown Bar, Smart Recommender, and Banner Management – Avon was able to increase conversions on its key product pages by up to **78%**.

About Avon

At Avon, we believe a better world for women is a better world for all. We are a beauty brand for women embracing their power, inspiring their confidence, and providing opportunities to realise their potential. Millions of independent sales Representatives across the world sell iconic Avon brands through their social networks and more than 20% of every sale helps to create better futures for women*. We stand for progress for women: we believe in listening to women's needs, speaking out about issues that matter, and creating positive change. Through Avon and the Avon Foundation, we've donated over \$ 1.1 billion, with a focus on tackling gender violence and breast cancer. We are one of the founding members of the Direct Selling Association (DSD) in Turkey. We are a member of YASED (International Investors Association), KTSD (Cosmetics and Cleaning Products Producers Association), and ÇEVKO Foundation. We are also the first cosmetics brand in Turkey to integrate BlindLook's Audio Simulation technology into its website. Avon is part of the Natura &Co Group. *Learn more at www.avonworldwide.com.



USE CASE #1

Increasing conversions by 58% with Insider's Countdown Bar feature

The challenge

Avon was looking for a solution to nudge hesitant shoppers towards making a purchase. They wanted to increase purchase urgency and, in turn, boost conversions.

The solution

Insider's growth experts recommended adding a Countdown Bar across all product pages, highlighting a limited period of express shipping. The countdown bar helped increase urgency in shoppers who wanted to ensure they didn't miss out on the deal.



"We couldn't believe how quick the Countdown Bar feature was to get up and running, and the results speak for themselves."

Ilker Hicler

eCommerce Digital Optimization and Content Lead

AVON

The results

58% increase in conversions
via Countdown Bar

USE CASE #2

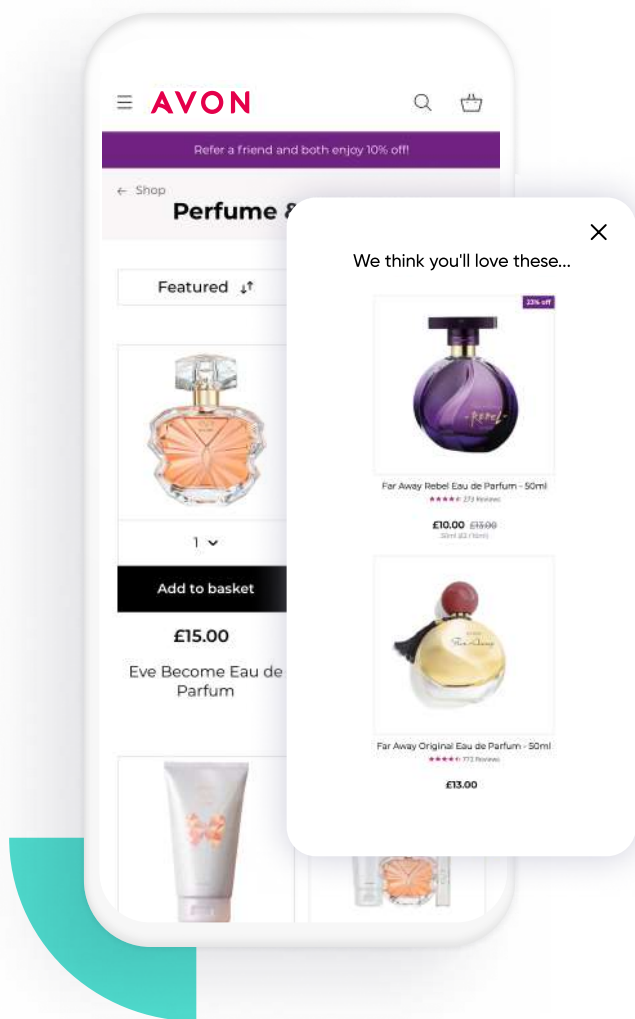
Using AI-driven product recommendations to increase conversions by 23%

The challenge

Avon wanted to create seamless and engaging shopping experiences for their customers by showing personalized product recommendations. They were also looking to increase product discovery. But showing visitors irrelevant and generic product recommendations was causing users to bounce without purchasing.

The solution

Using Smart Recommender, Insider's AI-powered recommendation engine, Avon built a recommendation campaign that targeted users about to exit the website. By showing them recommendations for products closely linked to their previous behavior and intent, Avon was able to increase the likelihood of purchase and keep visitors on the site for longer.



The results

23% increase in conversions
via Smart Recommender

Trust by 1,200 global brands

SAMSUNG

GAP

L'ORÉAL

Santander

Virgin

TOYOTA

MAC

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USE CASE #3

Increasing conversions by 78% with strategic Banner Management

The challenge

Avon wanted to highlight their most in-demand products to create FOMO and encourage users to purchase the product for themselves. Before using Insider, there was no way for Avon to show which products other customers were buying.

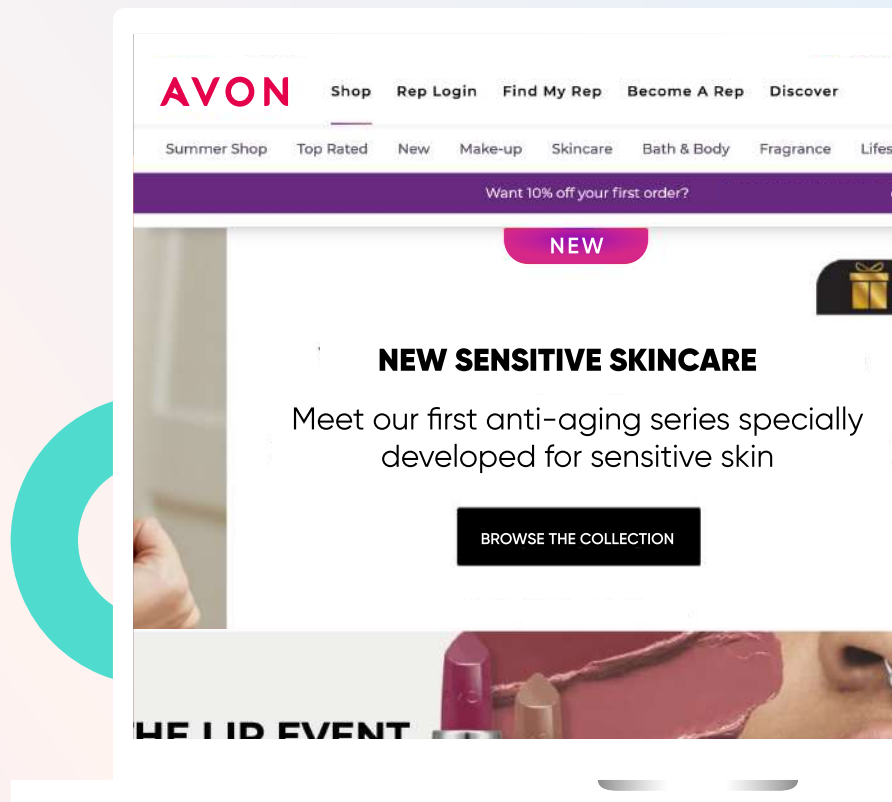
The solution

Insider's growth experts recommended creating a homepage banner highlighting the most searched-for and popular products across the site.



The homepage banner took less than half an hour to set up, and yet the results have been incredible. We were able to generate an increase of 78% in conversions through the strategic placement and messaging of this banner.

Sara Ulus
eCommerce Senior Specialist
AVON



The results **78%** increase in conversions via Banner Management



Summary

Insider has transformed how our digital marketing team works. We no longer have to wait for ages for our internal dev team to catch up – we can launch new campaigns in hours instead of weeks. This has drastically minimized our internal efforts and has freed up our dev team to focus on other projects. Every day, we're able to increase our efficiency and the results have been amazing. A 78% increase in conversions from one Insider feature reminds us why we're so glad we chose Insider.

Ilker Hicler

eCommerce Digital Optimization & Content Lead, AVON

Looking ahead

Avon have been incredibly satisfied with the results they've achieved thanks to Insider. The team wants to expand its customer engagement tactics with Insider's email offering. Our AI-powered algorithms will help Avon dynamically update product recommendations within each email based on each user's most recent behavior.

Avon is also looking to provide more personalized experiences on their B2C website, with plans to expand and duplicate learnings to their B2B website soon for even more significant results.

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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