

SUCCESS STORY

How Philips achieved a 40.1% CVR increase with Insider's Smart Recommender



Smart Recommender

Social Proof

Personalization

35% increase in AOV via Progress Bar

40.1% increase in CVR via Smart Recommender



Insider's platform capabilities are limitless. The tool addresses several of our challenges, and has simplified the use of a complex CMS. We've enjoyed some great benefits with Insider, including mobile navigation optimization and web and mobile conversions. As the platform is easy to use, we're able to deliver highly impactful user journeys swiftly.

The Insider team is always responsive and empathetic in their resolutions. I am very proud of Philips' partnership with Insider. Their team has been helping us deliver better and personalized user experiences to our customers."

Website and SEO Manager

PHILIPS

Executive summary

For Philips, a personalized user experience meant creating engaging and impactful customer purchase journeys that would motivate users to increase their average order value (AOV).

The brand decided to work closely with Insider's growth experts to deliver contextual recommendations across desktop and mobile web. It was important to encourage users to purchase with urgency while developing trust around each individual product.

Thanks to Insider's deep knowledge and AI-powered solutions, Philips achieved a **35%** increase in AOV and a **40.1%** increase in CVR.

About PHILIPS

Philips, the Dutch multinational conglomerate, started off as a light bulbs manufacturer, and is today a beacon of innovation in technology and healthcare.

Founded in 1891, it currently employs around 74,000 people across 100 countries. Philips leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions.

Trust by 1,200 global brands

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GAP

L'ORÉAL

Santander

Virgin

TOYOTA

MAC

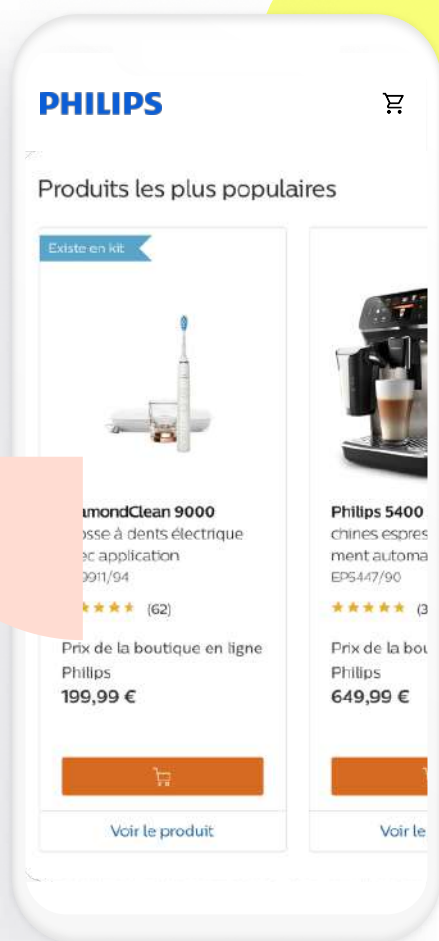
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Why Insider?

Philips decided to partner with Insider as it was eager to use the platform's AI-powered capabilities while working with a team that had deep-rooted knowledge of building impactful user journeys. Insider's extensive range of tools, products and recommendations could effectively deliver personalized journeys for users on both desktop and mobile, so Philips knew it was the perfect choice.

USE CASE #1

Boosting conversion rates by 40.1% with Smart Recommender



The challenge

Philips wanted to improve mobile engagement, with a particular focus on delivering personalized recommendations to its mobile web users. It was also looking to improve its conversion rate and AOV on mobile.

The solution

Working together with Insider's growth experts, Philips started using Insider's AI-powered **Smart Recommender**—an easy-to-use tool that delivers highly contextual product recommendations.

Users who visit a product page were shown product recommendations based on their past behavioral data and preferences. Philips used the technology to ensure only the most relevant products were shown to its visitors, encouraging customers to spend more time on the website and increasing conversions.

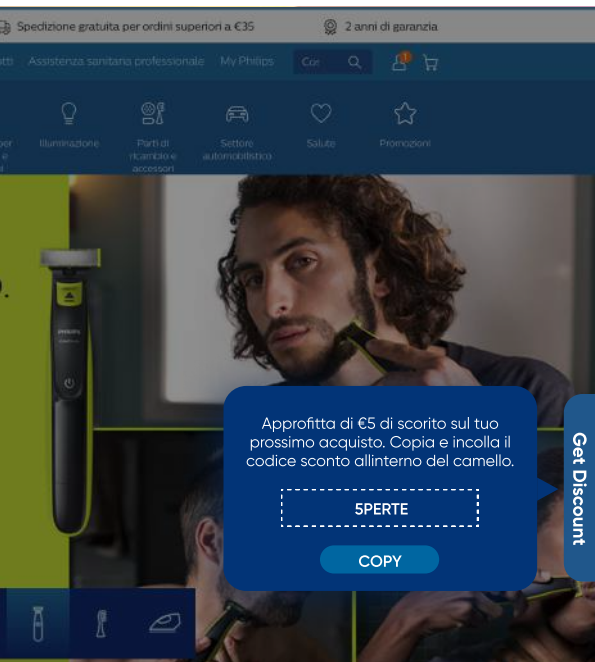
The results

40.1%

increase in
mobile CVR

€20,000+

in incremental
revenue



USE CASE #2

Increasing AOV by 35% with Insider's Progress Bar

The challenge

Philips wanted to create an engaging customer purchase journey that would improve the AOV of each user. It looked to implement an innovative onsite solution that would address this challenge.

The solution

Insider's growth experts suggested implementing a Progress Bar to encourage users to spend more. This was added once a user had added an item to their cart. When the value of the cart was below a certain threshold, users were shown the Progress Bar, reminding them of the current value of the cart and how much more must be added to become eligible for shipping offers. This visible, real-time engagement improved clicks and onsite engagement.

The results

35%

increase in AOV

USE CASE #3

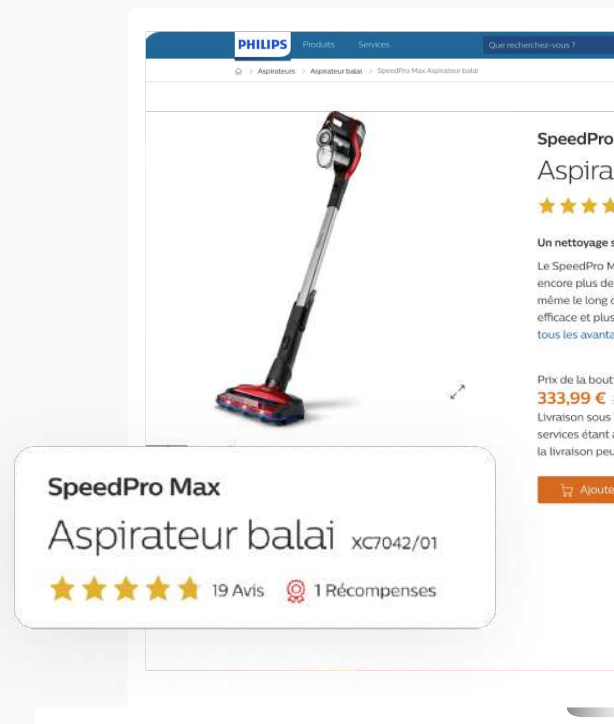
Driving a further 3.8% increase in AOV and 14% increase in CVR with Social Proof

The challenge

Philips observed a large percentage of its Web users would add products to their cart but fail to complete their purchase. The brand wanted to implement an innovative solution that would motivate users to complete their purchase sooner, while building trust and increasing engagement.

The solution

Having understood the objectives and desired goals, Insider recommended displaying a Socialroof message for users who already had placed products in their carts. Social Proof is a powerful conversion driver—visitors can see if other people have viewed, purchased, or left a positive review for a product they're currently interested in. This creates a sense of urgency while building trust around the product and brand.



The results

3.8%

increase in AOV

14%

increase in CVR

USE CASE #4

Using coupon codes to increase CVR by 15% and AOV by 10.1%.

The challenge

Philips wanted to start engaging new visitors on its website on both desktop and mobile. As the team looked to focus on improving the user experience to turn browsers into customers, Philips needed an onsite engagement strategy that specifically targeted new users.

The solution

Insider suggested adding a coupon code overlay on its website, across both desktop and mobile. New users who arrived at Philips' website were targeted with special discount coupons to use on their first purchase.



The results

15%
increase in
CVR on desktop

10.1%
increase in
AOV on mobile





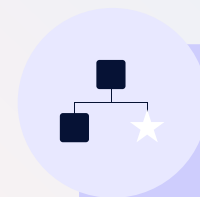
Summary

By using Insider's platform, Philips has been able to create engaging, personalized website experiences for its users. With the use of AI-powered tools, the brand has been able to quickly execute engagement strategies to drive conversions and revenue with ease.

Looking ahead

Philips will look to Insider's powerful AI-backed segmentation and personalization capabilities to fuel its end-of-year campaigns and target peak holiday season shoppers.

The brand will continue optimizing the AOV metrics across its onsite engagement with Insider, and aims to focus on specific product categories. Philips also wants to enhance its personalization options and strengthen segmentation to deliver more individualized customer experiences, through relevant engagement strategies, with an emphasis on user profiles such as 'high spenders'.



Favorite feature **Architect**

Philips loves Smart Recommender, as it allows the brand to offer contextual product recommendations to its users.

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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