



SUCCESS STORY

Leading European fashion retailer switches from Salesforce to Insider to achieve 3.2X more revenue and 37% increase in profitability

Migration

Smart Recommender

Architect



3.2X more revenue than with Salesforce

1 month migration time from Salesforce to Insider

70% reduction in IT dependency



We were worried about switching providers and ended up delaying the decision for over two years, given our investment in Salesforce. However, even simple campaigns became a bottleneck in the end, and true leadership is about relentless learning and seeking better ways of getting things done. So we began looking elsewhere.

We looked at 8 different vendors, and shortlisted 3. Insider's RFP process answered all our questions and was the strongest option. The Insider team was so confident in their platform and our partnership that they offered to buy-out the remainder of our Salesforce contract—and from then I was certain it was going to be a good partnership both in terms of cost and customer support.

With an automated migrator from Salesforce to Insider, it was surprisingly easy to switch in the end and we quickly began getting value from the new platform. Since switching, my team is so much happier. They've been able to activate more campaigns in the last 3 months than they had in the last two years with Salesforce, and we've already generated 3.2X more revenue with Insider. The total cost of ownership alone was worth making the switch."

-Chief Financial Officer, Leading European Fashion Retailer

About the brand

Headquartered in the Europe, the leading global retailer is well-known for its extensive and high-quality product range, spanning consumer electronics, clothing, furniture, and more. With more than 2,200+ stores worldwide and a huge online presence, ensuring the customer experience was as intuitive and efficient online as it was in-store was a huge focus for the brand.

Executive summary

Leading European fashion retailer had been using Salesforce for three and a half years, but was experiencing issues. Not only had it taken them 1.5 years to fully integrate the platform (and at great expense thanks to a steep agency integration cost, too), but the cluttered interface was making simple tasks unnecessarily complex, customer support was poor, and platform education felt never-ending and often overwhelming. It found the reliance on IT was slowing down the launch of even the most basic marketing initiatives.

The brand needed a tech partner that could help its team deliver high-performing campaigns at scale—with a focus on speed, simplicity, and flexibility. It also wanted a provider that went a step beyond to offer expert guidance and shared industry best practices to ensure they were getting the best out of the tool. Despite still using Salesforce Sales and Commerce Cloud, it wanted to move away from Salesforce Marketing Cloud.

Why Insider?

The brand had heard from multiple peers who were making the switch from Salesforce to Insider due to easy integration via automated migration tool and cost advantages. Following more research, the brand discovered Insider was an enterprise-ready platform and already a leader in Gartner, Forrester, and G2 Reviews. The brand was also impressed at Insider's incredible client list, working with some of the world's best brands. Having struggled with Salesforce for a few years now, it believed this was the right time to switch. What's more, Insider offered to buy out the remainder of the brand's contract, taking the final amount off the brand's new annual contract with Insider to ensure no double payment.

Trust by 1,200 global brands

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USE CASE #1

Delivering impressive time to value (TTV) thanks to best-in-class customer support and an expert migration process

The challenge

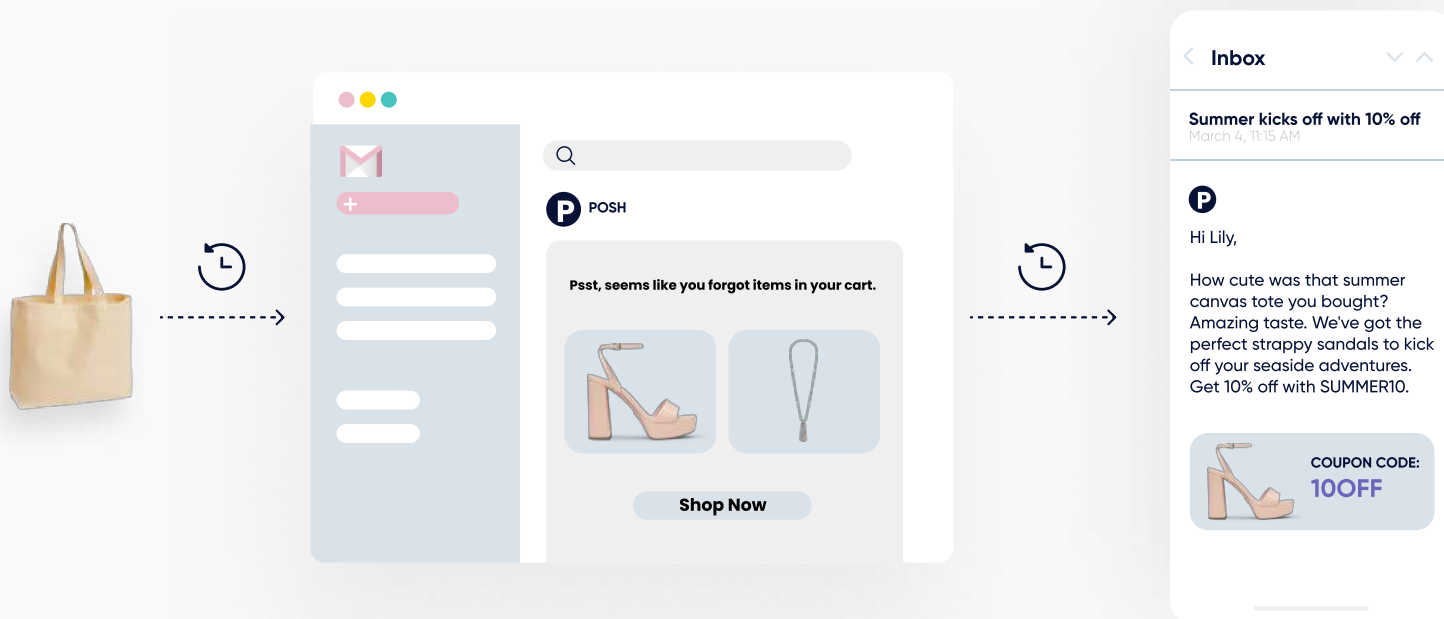
Switching providers can be time-consuming. Despite being one of the world's leading retailers and offering 9,000 brick-and-mortar stores worldwide, the retailer was worried about losing valuable customer engagement moments online. It needed a platform that could be up and running in weeks—not months—and be easier and more intuitive to use than Salesforce. The migration process needed to be quick, efficient and, most importantly, without hiccups or delays.

The solution

The brand worked closely with Insider's growth experts to align on long-term and short-term business goals and challenges. Insider's technical team then built a step-by-step migration plan based on the brand's priorities.

With so many brands moving from Salesforce to Insider, Insider's team had already built an automated migrator to ensure a quick migration process. With a personalized blueprint, easy-to-follow checklist, and ongoing one-on-one support, the brand was up and running on the platform in less than two weeks.

Each part of the migration process was measured against key milestones, and thanks to Insider's expert knowledge and years of experience with migrations, not a single milestone was missed. This meant the brand was able to launch its very first campaign within just three weeks.



The migration process was brilliant. The whole Insider team was attentive and took great care in getting to know our brand and priorities to ensure we saw value as soon as possible. It took us 1.5 years to fully onboard with Salesforce and see serious value, however with Insider we saw value within our first three months. This is largely because we worked closely together to build a step-by-step implementation plan that both of us were happy with and which prioritized time to value. This level of customer care is something we were lacking from Salesforce and a huge welcome addition to our tech partner relationship! Insider's customer support has been outstanding since day one."

-VP of Marketing, Leading European Fashion Retailer

The results

2 weeks

Data sync and hygiene check completed

3 weeks

Web and App SDK deployed

1 month

Channel integration complete

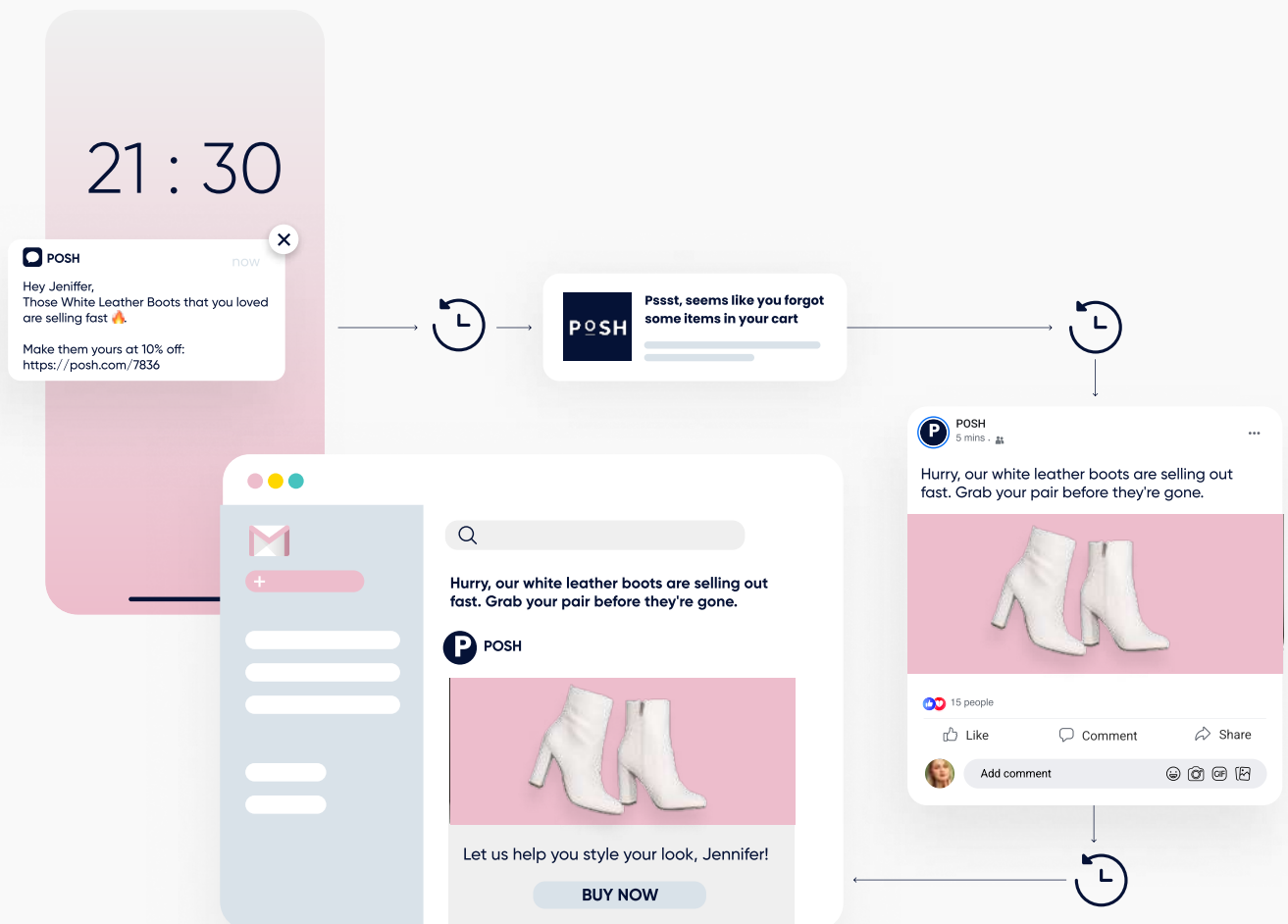
USE CASE #2

Achieving 3.2X revenue in 6 months thanks to Insider's unmatched channel breadth combined with advanced customer journey orchestration

The challenge

The brand's eCommerce and marketing teams were constantly rushed off their feet, with huge targets to hit and a never-ending to-do list. They were also dealing with a slow and antiquated internal CMS that made making changes to the website a time-consuming process that was negatively affecting targets.

The brand needed a platform to launch new campaigns fast and at scale. And with today's customers active across multiple channels, it needed a tool which made it easy to send relevant, timely, and personalized messages to the right person, on the right channel, and at the right time. The brand's mobile app was becoming an increasingly important revenue driver, too, and it needed a platform that supported mobile and SMS.



The solution

Insider's cross-channel customer journey orchestration tool, Architect, was exactly what it needed. Architect enabled the brand to orchestrate consistent one-to-one customer experiences across 12+ different channels, including Email, Web, Mobile App, Google Adwords, Instagram, and SMS.

Starting with Email and Web, Architect helped the brand build seamless, intuitive customer journeys that used predictive segments to tailor messaging in real time based on customer intent. This allowed it to vastly scale its marketing efforts, without losing the human touch.

Following the success of Email and Web, the brand soon went live with more of Insider's experience-boosting channels and solutions, including launching Eureka; a AI-based search and merchandising solution which helped it deliver personalized search results based on browsing history and predicted behavior.

Architect also allowed the brand to market and remarket across Google Adwords, Instagram, and Facebook—using predictive audiences and AI-based segments to increase ROAS by 12%.



Using Architect, Insider's integrated web suite solution, our marketing team has been able to run multiple campaigns simultaneously—without the support of our internal development team. With continued support and expert advice from Insider's growth experts, we achieved 19X ROI within just 6 months of using Insider. We could not be happier about our partnership."

-VP of Marketing, Leading European Fashion Retailer

The results

3.2X

increase in revenue

37%

increase in CVR

12%

increase in ROAS

USE CASE #3

Increasing productivity with ready-made templates, predictive segments, and intuitive journey orchestration tools

The challenge

Salesforce's often clunky interface meant the marketing team was having issues with speed and productivity. It took multiple people to build and launch campaigns and the process was often painfully manual and time-consuming. To increase its revenue and improve its efficiency, the retailer needed a solution that was easier to run, quicker to launch, and far more agile.

The solution

Having been built by marketers for marketers, Insider understood the value of productivity, efficiency, and ease of use. Insider helped increase efficiency by offering a library of pre-built templates that could be branded and launched within minutes. With little need for IT and dev support, this meant the marketing team could create high-performing, AI-powered, personalized campaigns in line with their eCommerce calendar, without having to wait weeks for dev to catch up.

What's more, because the tool was so easy to use, getting new members of the team up and running on Insider's platform took days—not weeks—which hugely reduced the platform's total cost of ownership compared to Salesforce.



Insider's Customer Data Platform (CDP) is the glue that knits everything together for us now. The fact that it makes launching campaigns so easy and has a simple, intuitive interface has vastly improved our marketing productivity and enabled us to launch 11X more campaigns in 37% less time—with very little IT dependency. Our total cost of ownership since using this tool vs Salesforce is now much, much less. Insider is an efficiency goldmine for marketing teams!"

—Ecommerce Director, Leading European Fashion Retailer

The results

11X

more campaigns
executed in 37% less
time



Summary

"It's not often an enterprise tool can give you 19X ROI within just 6 months, which proves Insider's offering is truly outstanding. We believe they're the best product in the market for delivering personalized, cross-channel marketing automation. Our marketing team can now build and launch campaigns quicker thanks to Insider's library of pre-built templates and its intuitive interface. We'd recommend switching from Salesforce to Insider to anyone who is fed up with Salesforce's often clunky interface and poor customer support. Insider are world-class."

-VP of Marketing, Leading European Fashion Retailer

Looking ahead

The retailer is looking to expand its channel breadth by adding more of Insider's supported channels to Architect, especially WhatsApp Commerce. WhatsApp Commerce allows brands to deliver web-style, end-to-end buying experiences and leverage the power of two-way conversational messaging. The retail brand is looking forward to giving customers the power to discover products, browse product catalogs, add items to their cart, and complete purchases—all from inside one of the world's most popular apps.



Favorite feature **Ease of migration**

The brand's favorite feature of Insider was the ease of migration, which enabled them to move all campaigns from Salesforce to Insider with one click.

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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