

SUCCESS STORY

How Lexus drove 12X ROI growth and increased conversion rates by 86.5% with Insider

Personalization

InStory

Product Discovery



104.9%

increase in lead collection via InStory

86.5%

increase in CVR via Hello Bar

150.5%

increase in lead collection via Web Suite



Alaa Tarawneh
Digital Marketing Manager
LEXUS



At the end of the day, our goal is to increase sales and Insider helps us do that. Since working with Insider, we've seen 12X ROI growth."

Executive summary

For Lexus, increasing leads on its website was critical because more leads meant more showroom visits, more test drive bookings, and more sales. It was looking for a platform which could help optimize its mobile and web experiences and encourage users to discover more products and sign up for services.

About Lexus

Lexus Al-Futtaim Automotive is a leading automotive company operating across the Middle East, Africa, and Asia. Founded in 1955 and headquartered in Dubai, the company has more than 200 stores worldwide and employs over 20,000 people.

The group offers a wide range of services, from leasing, sales, and service of passenger and commercial vehicles, to used cars, leasing, and rentals.

Why Insider?

The Lexus distributor's website had limitations in coding and programming. Insider offered them the opportunity to launch new campaigns and marketing initiatives across Mobile and Web, without the need to rely on dev. This helped them build, launch, and see results from new marketing campaigns in days—not weeks.

Trust by 1,200 global brands

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Santander

Virgin

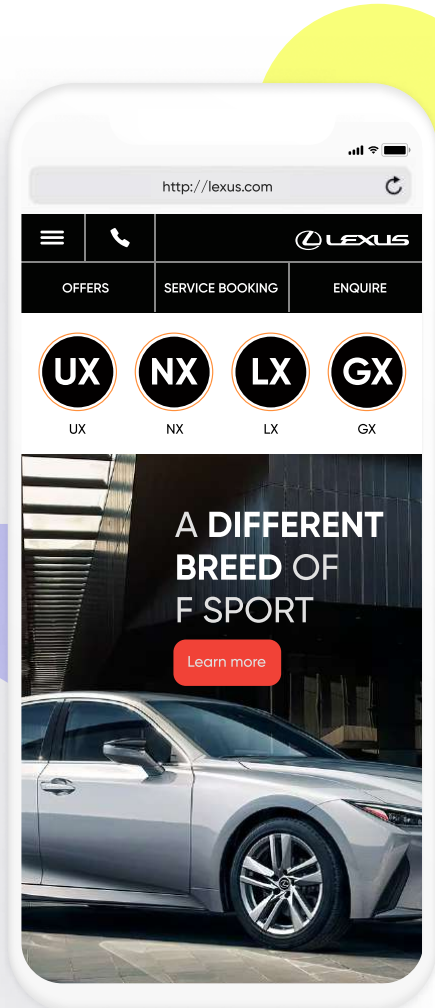
TOYOTA

MAC

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USE CASE #1

Increasing new leads by 104.9% with compelling product discovery experiences via InStory



The challenge

Lexus was looking to improve product discovery and wanted to better engage customers with special offers and limited-time deals. It also wanted to promote new inventory in its car showrooms.

The solution

Insider's growth experts recommended **InStory**, our cutting-edge product discovery solution which engages customers with a full-screen experience and a fun, snackable storytelling format.

With Insider's help, Lexus launched strategically-placed InStory experiences across web and mobile, leading to an increase in lead collection, showroom visits, bookings, and sales.

The results

104.9% increase in lead collection via InStory



Using InStory, we've seen more conversions which translates into more showroom visits and more test drive requests, which leads to even more sales."

Alaa Tarawneh
Digital Marketing Manager



USE CASE #2

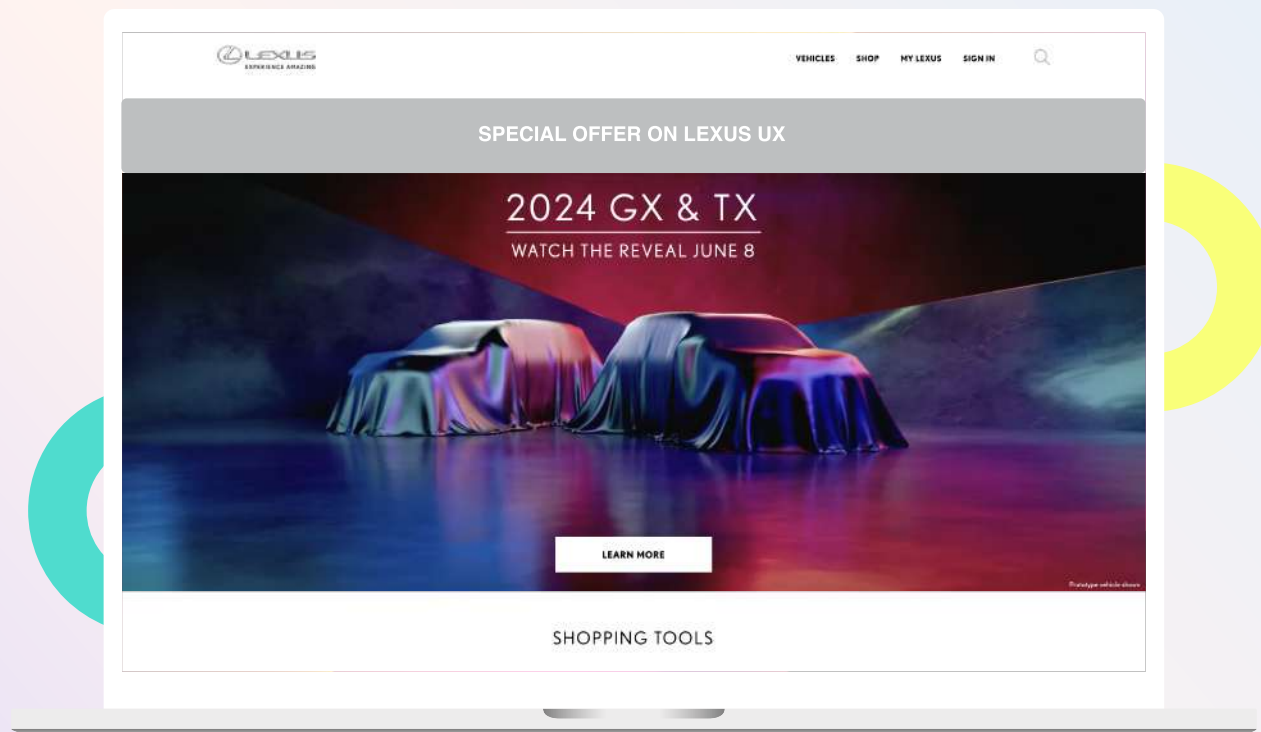
Increasing conversions by 86.5% with Insider's Hello Bar feature

The challenge

Lexus was looking for new ways to promote special offers on its website and increase product discovery among both new and returning users. It needed a tool which could build targeted, relevant banner messages and get these live on-site quickly and with little IT support.

The solution

Insider's growth experts recommended **Hello Bar**, an easy-to-use tool which allowed Lexus to show promotional banner messages across its website. Hello Bar helped Lexus drive more engagement and conversions by highlighting products or services on limited-time sales, helping to drive urgency to buy before the sale ended.



The results

86.5%

increase in CVR
via Hello Bar

USE CASE #3

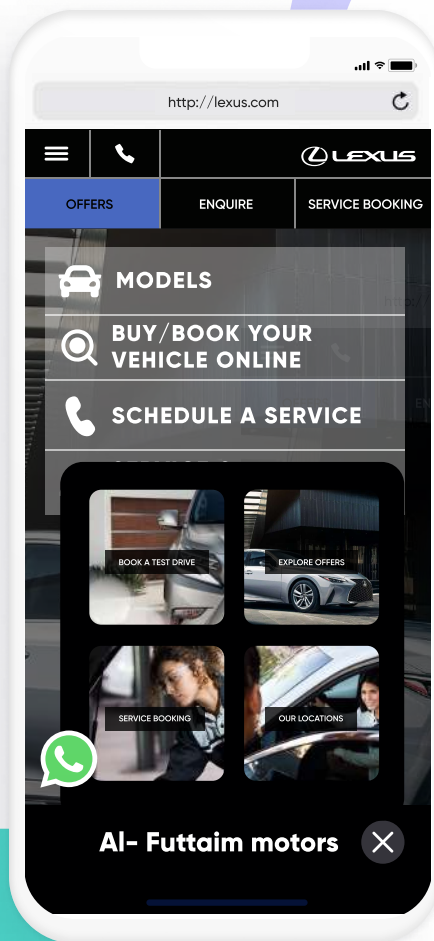
Improving the mobile experience to increase leads by 150.5%

The challenge

Lexus was looking to enhance its mobile customer experience by simplifying and streamlining the website navigation. A simple mobile navigation which allows users to quickly achieve their goals has a direct impact on lead collection, conversion rates, and user experience.

The solution

Our growth experts suggested implementing Insider's hamburger menu template to declutter the experience on mobile. The hamburger menu navigation style saves screen space and keeps users from getting overwhelmed with too many choices by offering a simplified layout for mobile users.



The implementation was seamless, and the Insider team was supportive and highly professional."

Alaa Tarawneh
Digital Marketing Manager



The results

150.5% increase in lead collection via Web Suite



Summary

Lexus partnered with Insider to improve website optimization, lead generation, and user experience. **InStory** allowed them to strategically place offers across their website and increase showroom visits and sales. **Hello Bar** highlighted compelling content in high-activity areas to increase engagement and form completions. A hamburger menu simplified site navigation for new visitors. As a result, Lexus saw a **150.5%** increase in lead collection and a **35%** increase in conversion rate.



"We're really pleased with the forms we've been able to create with Insider. The more forms we receive, the more leads we receive. Additionally, we've seen more conversions, showroom visits, and test drive requests since using Insider—which leads to more sales."

Alaa Tarawneh

Digital Marketing Manager



Looking ahead

"We're interested in learning more about Architect and testing its capabilities with orchestrated campaigns in the future."

Alaa Tarawneh

Digital Marketing Manager



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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