



## SUCCESS STORY

# How Marks & Spencer achieved a 15.1% cart recovery rate with Insider's Web Push notifications

Web Push

Cart Recovery

Personalization



**15.1%** cart recovery rate via Web Push

**20%** increase in Web Push subscribers via Opt-In Overlay



Working with Insider has been great. The account management team is really proactive and Insider's Web Push channel complements our existing tech stack, providing a new and effective way for us to communicate with our customers. Implementation is a simple tag that you put on your site in order to go live.

Senior CRM, Loyalty and Channel Innovation Manager



## Executive summary

M&S partnered with Insider to find innovative solutions to increase customer reach and engagement outside traditional channels like email and direct mail. Insider's Web Suite and Web Push capabilities allowed M&S to grow their marketable audience and ensure they could send the right message, to the right customer, at the right time.

## About Marks & Spencer

Founded in 1884, Marks & Spencer (also known simply as "M&S") is a British retail brand best-known for its high-quality products and excellent customer service. M&S sells clothing, home products, and food. It operates over 950 stores in 62 countries and employs approximately 70,000 people worldwide.

## Why Insider

As one of the UK's most loved brands, it is no surprise that M&S already has a sizeable opt-in email database. But, with email engagement stagnating, this retailer wanted to find new ways to grow and engage their customer base. M&S chose Insider because of their expertise in mobile-first and emerging channels. Insider's Web Push capabilities offered a brand new communication channel for M&S to connect with customers in the moments that matter.

Insider is trusted by 1,200+ leading brands

SAMSUNG

GAP

L'ORÉAL

Santander

Virgin

TOYOTA

MAC

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## USE CASE #1

# Achieving a **15.1%** cart recovery rate with targeted Web Push notifications

## The challenge

The average eCommerce cart abandonment rate is between 57% and 76%, meaning there's huge potential for brands to reclaim lost revenue through cart abandonment retrieval campaigns. M&S was looking for a platform that could help them drive cart abandoners back to the site to complete their purchase.

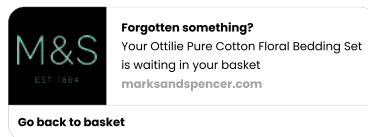
## The solution

Insider's growth experts helped M&S launch their first cart abandonment campaign. M&S built a selection of cart abandonment Web Push notifications to remind visitors about the items left in their cart and encourage them to return to complete their purchase.

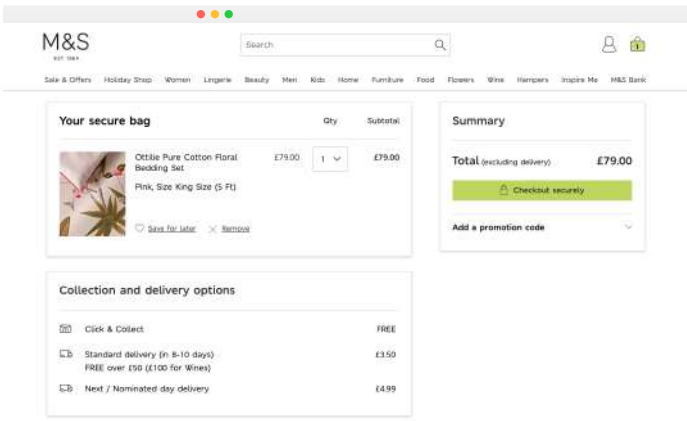
These cart abandonment Web Push notifications complemented M&S's email abandonment strategy, providing a faster and more direct communication channel for first line response. Cart abandonment notifications have been one of M&S's most successful strategies so far for driving revenue.



Wait for  
5min

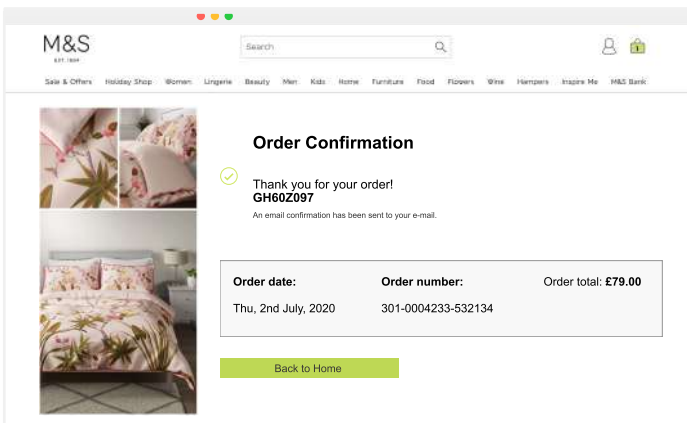


Customer  
returns  
to basket



Customer  
completes  
purchase

**15.1%**  
Cart  
Recovery  
Rate



## The results

**15.1%**  
cart recovery  
rate

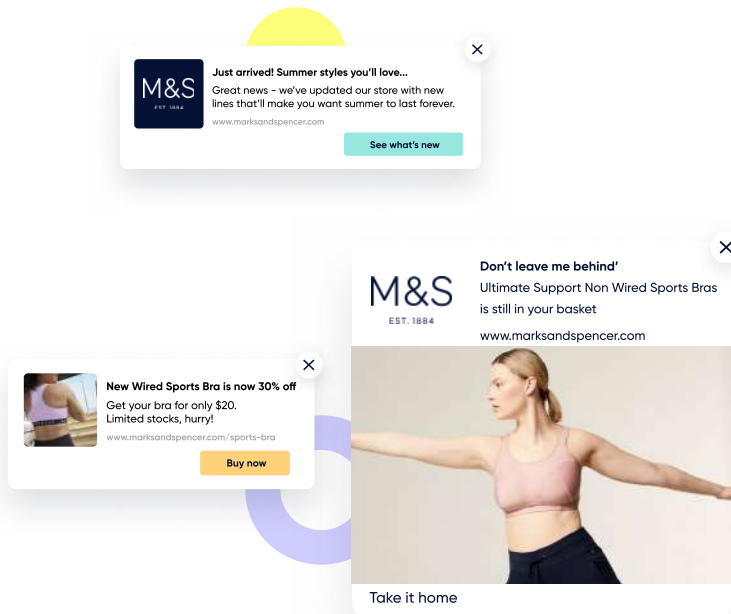
**353X**  
higher cart recovery  
rate than industry  
average

## USE CASE #2

# Boosting revenue by combining AI-powered segmentation with relevant and timely promotions

## The challenge

M&S was looking for ways to increase conversion rates and revenue by building relevant, individualized, and timely online experiences for each customer.



## The solution

Using Insider's customer data platform (CDP), M&S was able to track the category or collection that a visitor had most recently browsed but did not convert on—and then entice them back with timely promotions.

They combined Insider's **Web Push** messaging channel with AI-powered segmentation tools to promote personalized "always on" campaigns to each customer, such as 3-for-2 offers on women's underwear. These targeted and AI-driven marketing campaigns re-engaged non-convertors with timely and relevant promotions to encourage them to make a purchase.

## The results

Higher  
conversion rate

Increase in  
revenue



## USE CASE #3

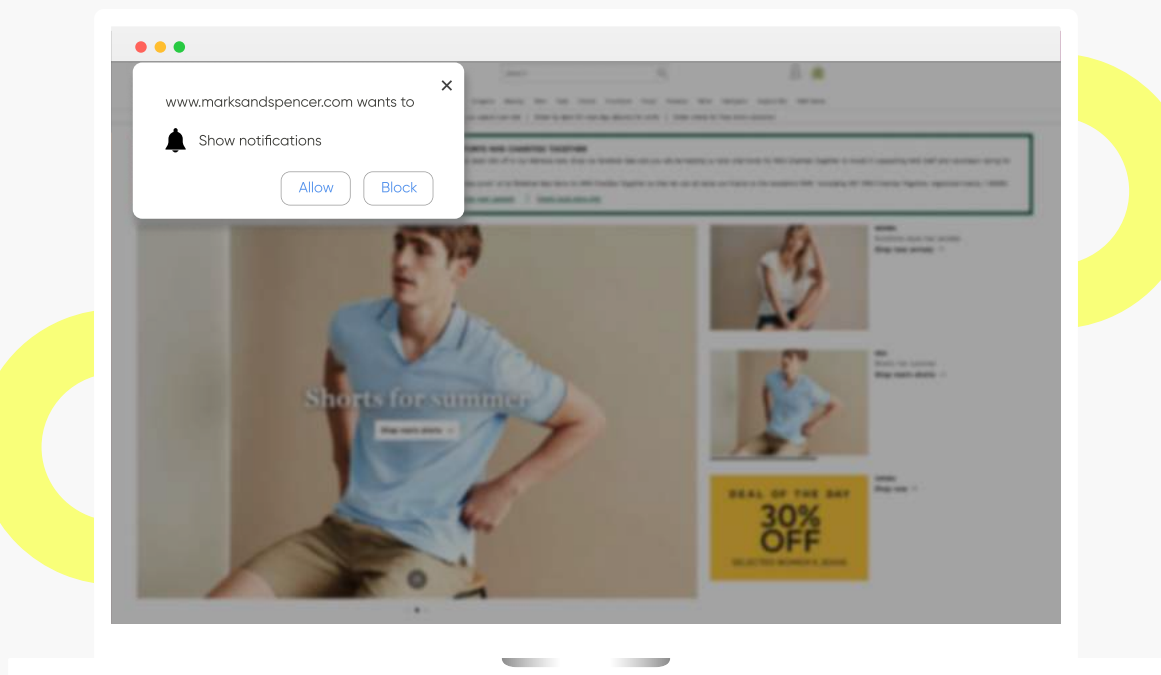
# Increasing subscribers by 20% with a native opt-in approach

## The challenge

The team at M&S was looking for new ways to encourage users to opt-in to receive notifications about relevant offers. Following the success of their cart abandonment **Web Push** campaign, M&S decided to use the tool again to tackle this challenge.

## The solution

Using Insider's platform, they built a native opt-in for **Web Push**, allowing customers to subscribe to notifications in one simple step. This removed friction from the customer journey and helped ensure more users were opted in to receive timely, relevant, and personalized recommendations and reminders.



## The results

# 20%

increase in Web Push subscribers  
via Opt-In Overlay







## Summary

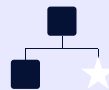
Working with Insider has been a great process. The account management team is always really proactive and Insider web push channel complements our existing tech stack, providing a new and effective way for us to communicate with our customers. Implementation is a simple tag that you put on your site in order to go live. For many companies I can see this being a great quick win to boost traffic and conversions."

Senior CRM and Loyalty and  
Channel Innovation Manager

M&S  
EST. 1884

## Looking ahead

M&S plans to use Architect, Insider's customer journey builder powered by AI, to create personalized buying journeys at scale. Based on onsite behavior or predictive segments like "discount affinity" or "likelihood to purchase/churn", Architect triggers personalized, cross-channel journeys aimed at increasing traffic, conversions, and revenue.



Favorite feature

### Web Push Notifications

M&S found Insider's Web Push Notifications highly effective in reducing lost revenue and achieving a higher conversion rate compared to email abandonment campaigns. They see it as a valuable addition to their existing email strategy, providing a more direct and immediate communication channel for better response.

## 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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