Insider × PEGASUS

SUCCESS STORY

How Pegasus gained a 93% increase in CVR and 17% increase in ROAS with Insider

Predictive Ad Audiences **Personalization** **Social Proof**

17% increase in ROAS | **93%** increase in CVR

"

Insider has been an incredible platform for us. Integration into our existing web stack was mind-blowingly fast. Insider's growth team immediately helped us identify the areas we needed to focus on to improve our margins. Plus, I really appreciate their know-how and expertise in the aviation industry, which proved to be exceptional given the results we got. In just 2 months, we achieved a 16% increase in return on ad spend and a 93% increase in conversion rate. In the low-cost airline sector, this is a significant improvement, especially when talking about improvements without any steep discounts or offers."

Digital Acquisition and Growth Marketing Specialist
PEGASUS

Executive summary

Pegasus was looking to maintain its position in the low-cost airline industry by investing in cost optimization tactics. It wanted to focus on online advertising to appeal to both new and existing customers. Thanks to Insider's aviation industry knowledge and AI-powered platform, Insider was able to fully support Pegasus' growth plans.

Insider helped Pegasus see results quickly by offering a range of ready-to-use customer segments via Predictive Ad Audiences (PAA). Insider also suggested using Social Proof, an on-site tool that shows what other people have viewed and purchased to incentivize customers to convert.

About Pegasus

Since its inception in 1990, Pegasus has quickly become one of the largest low-cost airlines in Europe. With 20 years of experience in the airline industry and over 6,000 employees worldwide, Pegasus operates an affordable and flexible pricing policy that prioritizes quality and customer satisfaction at affordable costs.

Book a demo

Boosting ROAS by 17% with Insider's Predictive Ad Audiences (PAA)

Insider's predictive audience segments

The challenge

In the fiercely competitive low-cost airline industry, it was important for Pegasus to maintain a favorable return margin from its ad spend. It wanted to invest more heavily in online advertising to acquire new customers and generate more revenue from existing ones—but this required optimizing acquisition costs to stay within budget.

The solution

Pegasus tapped into Insider's Predictive Ad Audiences (PAA), a solution that uses machine learning algorithms and AI to create ready-to-use segments based on the future behavior of visitors. Targeting only visitors most likely to make a purchase allowed Pegasus to create tailored experiences that improved its return on ad spend and boosted conversions.

Insider's Predictive Ad Audiences (PAA) enabled Pegasus to easily identify customers who had a high likelihood of purchasing tickets, booking hotels, or planning future holidays and business trips. This helped Pegasus invest in specific audiences who were already interested and engaged, rather than marketing to everyone and wasting money.

The results

17% increase in ROAS

> "
> With Insider, we were able to extract more value from our acquisition channels using their growth management platform. In the few months we've worked together, Pegasus has been able to optimize user acquisition costs and ad spend by a great margin through Insider's Predictive Ad Audience technology."

Head of Digital Product and Growth Marketing

PEGASUS

Achieving a 93% increase in CVR thanks to Insider's AI-driven Social Proof solution

The challenge

As many customers purchase tickets via mobile devices, Pegasus wanted to help its customers make quicker and more informed decisions. It wanted to increase conversions on mobile and so was looking for a solution that was quick and easy to implement.

The solution

Insider's growth consultants and aviation industry experts suggested enabling Social Proof on its mobile website. This would improve Pegasus' overall revenue from ticket sales and provide customers with a more insightful experience.

Social Proof enabled Pegasus to display the number of seats left on a given flight, the number of repeated bookings that took place for a flight, and how many visitors had purchased a seat already to create a sense of urgency and encourage customers to convert.
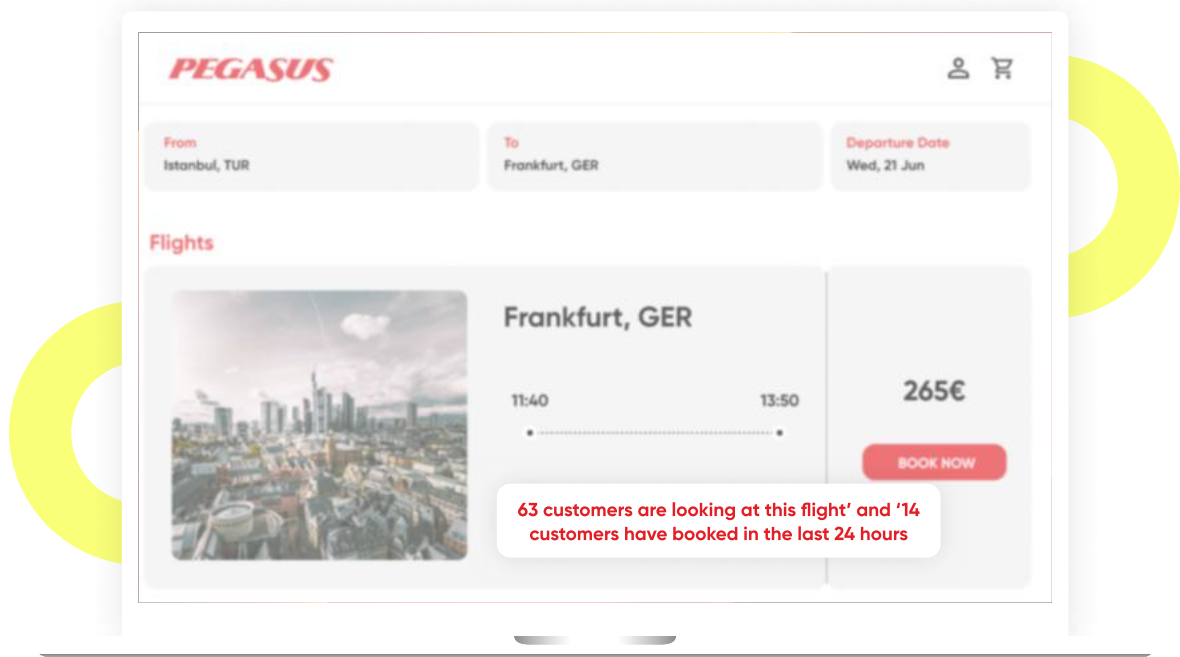
The results

### 93%
increase in
mobile CVR

Summary

Through Insider's platform, Pegasus was able to use an AI-powered approach that helped predict customer intention and drive purchase decisions, resulting in higher conversion rates and ROAS.

Looking ahead

As mobile traffic continues to rise, Pegasus is now looking to deliver a best-in-class, mobile-first experience to its customers. It will start using Insider's Mobile App suite to further improve conversions.

In addition, Pegasus also has plans to use a wider range of Insider's mobile marketing features to re-engage users with personalized ads on both Facebook and Google.
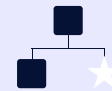
Favorite feature
Architect

Pegasus enjoyed Insider's Predictive Ad Audiences (PAA) the most, as it allowed them to create AI-backed segments that were highly likely to convert, helping improve ROAS significantly.

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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