



SUCCESS STORY

How Burger King achieved a conversion rate 25% above the industry average with targeted Web Push notifications

Increase CVR

Cross-sell/Upsell

Personalization



25% higher conversion rate than the industry average via Web Push

10% increase in click-through rate via Banner Management

49X higher click-through rate than industry average



We're extremely happy with the results from Insider's Web Suite and Web Push for Web and Mobile Web. The customization capabilities of Insider mean we can personalize our notifications to deliver highly-relevant and individualized content to our customers. Thanks to these features, we've significantly improved our average order value, click-through rate, and conversion rate in just two months.

Executive summary

Burger King worked with Insider to increase conversion rates by delivering highly personalized experiences on Mobile and Web. Burger King implemented Insider's **Web Push Notifications** and **Banner Management** tools to promote relevant items to customers, resulting in a conversion rate of **25%** higher than the industry average.

About Burger King

Burger King is a fast-food restaurant chain founded in 1954 in Florida, USA. It operates more than 18,000 restaurants in 100 countries worldwide, making it one of the largest fast-food chains in the world. The company is headquartered in Miami, Florida, and employs over 34,000 people.

Burger King is best known for its flame-grilled burgers and offers a variety of other fast-food items such as fries, chicken sandwiches, and milkshakes.

Burger King teamed up with Insider to increase conversion rates by building an advanced Web Suite capable of delivering personalized experiences to its customers.

Insider is trusted by 1,200+ leading brands

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USE CASE #1

Increasing lead generation by 35% thanks to Insider's gamification feature

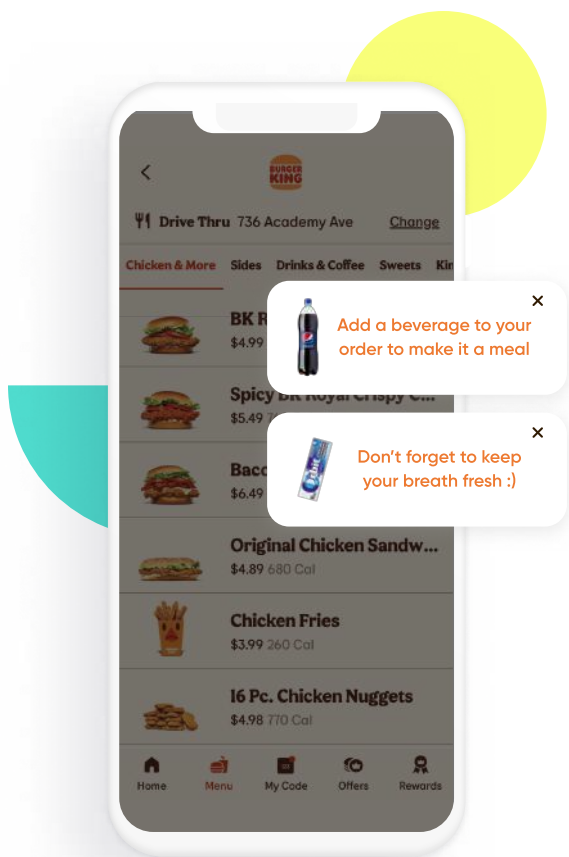
The challenge

Burger King wanted to improve conversions and average order value (AOV) and knew cross-selling items was the key to achieving this.

Burger King was looking for a platform that would enable them to promote relevant items to customers across Web and Mobile, engaging them with attractive recommendations to motivate them on their path to purchase.

The solution

Working closely with Insider, Burger King implemented **Web Push Notifications** and **Banner Management** to enhance its cross-selling engagement strategy. Web Push triggers identified users with more than two items in their cart and promoted add-ons through overlays, encouraging them to consider additional purchases such as soft drinks and fries.



USE CASE #2

Increasing click-through rate by 10% with personalized on-site banners

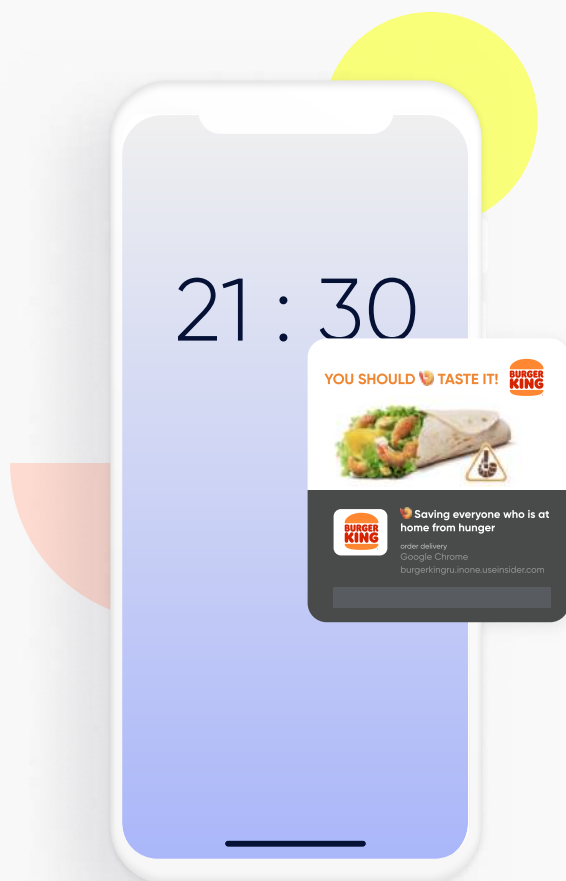
The challenge

Burger King wanted to deliver personalized experiences based on each user's onsite behavior, and was looking for a platform capable of using customer data to deliver individualized on-site experiences.

The solution

Insider's growth experts suggested using Insider's **Banner Management** feature, an easy to use tool that helps to keep online experiences from getting stale by creating individualized banners that automatically change based on user behavior.

Burger King launched 11 onsite Banner Management campaigns, deploying these across web and mobile web using a combination of **Web Push** and overlays.



The results

25% higher conversion rate than the industry average via **Web Push**

10% increase in click-through rate via **Banner Management**

49X higher click-through rate than industry average



The customization capabilities of Insider mean we can personalize our notifications to deliver **highly-relevant** and **individualized** content to our customers."

Head of Marketing



Looking ahead

Burger King will evaluate Insider's Mobile Web Suite to look for innovative solutions to assist its mobile engagement strategy. With this POC, Burger King hopes to bolster the engagement across both web and mobile web to bring true personalization to its customers.



Favorite feature **Web Push**

Burger King's favorite tool is **Web Push** which helped them achieve a conversion rate of **25%** above the industry average.

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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