THE CX GRAND PRIX
RACE 05

Engagement, engagement, engagement!

Imagine sitting right behind Verstappen during a Formula 1 race.

You're in the cockpit with him. You feel every hair-raising turn as the wind whistles past your face. Your gut flutters as he accelerates down the straight.

You beam with joy when he passes the finish line, the checkered flag waving in the corner of your eye as you punch the air in triumph.

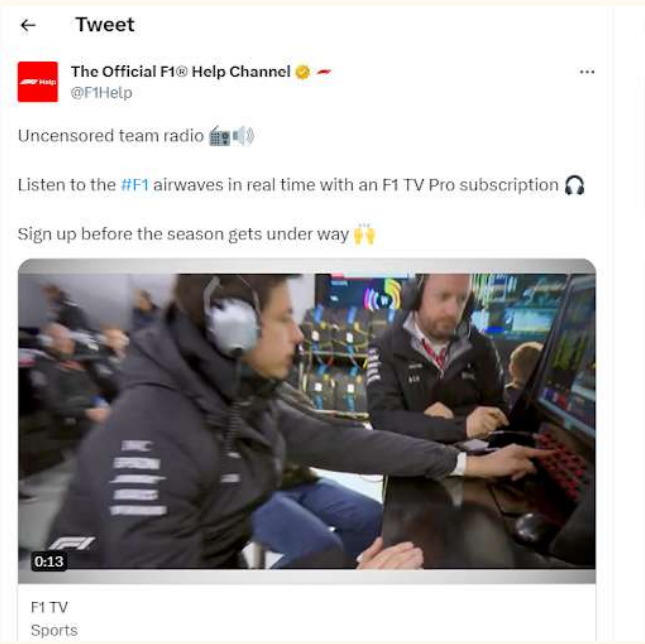
The radio crackles in your ear. You've heard every radio exchange with the team from the off. The cursing. The frustrations. The tactical decisions. The literal 'inside track' on what's going on around you.

And of course you get the shouts of exhilaration that come with victory. They're all the sweeter because you were there for the lows and the arguments as well as the highs and the celebrations.

There's nothing more thrilling or intense than being right there with your favorite driver during a race.

And this experience is real...

You **can** get as close as possible to being in the car with Verstappen—with the help of modern technology. There are a host of apps and streaming services that enable fans to listen along with F1 team radios or watch along from the cockpit.



You can be there, in the moment. Feeling what the driver feels. Hearing what they hear. Even seeing what they see.

Indeed, there are **few sports more immersive** than Formula 1. Think of some of the other ways you can engage and interact:

- Streaming races on TV
- Tweeting live reactions with other fans
- Building your own Fantasy F1 teams
- Following drivers on Twitter
- Following drivers on TikTok
- Voting for driver of the day
- Watching team channels on YouTube before and after races

The ability to interact with this sport makes it **real and personal**. Even the drivers appreciate this.

It's no wonder that Formula 1 has become the fastest growing sports league in the world on social media, even coming to be known as:

“The world’s most engaging sport.”

All of this is by design. For the last six years, F1 has been deliberately focused on becoming more interactive and more engaging. And why?

Why customer engagement is the lifeblood of successful brands.

True engagement—real follow-along, tweet-your-heroes, fist-in-the-air-when-they-win engagement—is something special. And it’s not just for sports. F1 is many things, including a brand. This level of engagement is something to which all brands can aspire. Savvy marketers have been chasing this ideal for years—and with good reason.

Great brands know that only thinking about sales—about conversions and transactions—isn’t enough to sustain them long term. Brands want customers to think of them first. To have them want to be told when new products come out. To have them wait in line around the block—figuratively and literally—to buy from them.

This is the kind of engagement that builds a community around a brand. Creates a **sense of identity,** even of belonging. It’s about offering experiences your customers crave.

It’s about creating customer journeys where the destination—the conversion, or the sale—is less important than the journey itself. Brands that can **make the journey compelling** are the ones who win the hearts and minds of customers.

Think of a cosmetics brand making it easy to find the perfect shade of lipstick or foundation with an interactive online tool…

Or a clothing brand recommending items based on photos of key garments already in your closet…

Or a watch brand inviting you to their nearest boutique to try on their latest dive watch in person just before your next beach vacation…

These are the **unique, engaging experiences** that make us smile and feel special.

This is what makes a brand **front of mind**. And the more you can do this, the better the experience and the **more loyal** your customers become. The **more they spend** with you on each transaction. And the more they’ll come back to buy again and again.

> **"80% of customers say the experiences provided by a company are as important to them as its products and services. In other words, the quality of your customer experience has a direct impact on your potential for business success."**
>
> **- Vala Afshar**
>
> Chief Digital Evangelist at Salesforce

From personalization to true engagement.

But true engagement is about more than just personalization. Yes, personalization is the foundation—as we discussed in **Race 4.** But doing this well means taking that extra step to **really pull people into the customer journey.**

Interaction is the key.

Think back to the Formula 1 examples we started with. That ability to listen in on team radio during a race—almost like you're part of the team.

Or the example of tweeting your reaction with friends as you watch the race. Or of having your own Fantasy F1 team whose performance goes up or down with each real-life race that takes place. It's all about taking part. About feeling like you have skin in the game.

One of the best ways that any brand can do this is with **gamification**. For example, an interactive spin the wheel tool where your visitors are guaranteed to get a price discount, but the amount varies depending on where the wheel stops.

Play the game

You're no doubt already familiar with gamification and how it works, but let's look at some famous examples of brands who use it well:

duolingo

This well-known language learning app offers badges and other in-app **rewards for progress** based on modules completed or time spent learning the language. Stop using it, and the app will trigger email and web push reminders to log in again.

fitbit

Synching the Fitbit app with a Fitbit wearable device allows the app to visually display your progress with your personal health goals. Whether that's calories burned, distances run, or steps walked, the app gamifies by offering badges and rewards to **encourage further progress.**

ACCOR HOTELS
Feel Welcome

Accor Hotels gamifies its loyalty program by encouraging members to synchronize their social media accounts with the Accor loyalty account. Every time they post about checking in to a hotel they are **rewarded with points** they can redeem during future stays for upgrades or add-on services.

It's easy to be intimidated by other brands' gamification successes and worry: "How can I compete with this?"

It can be difficult to see the natural link between your brand offering and ways to add gamification. But worry not—all brands can add gamification to their customer journey.

Yet for today's time-poor do-more-with-less marketers, building engaging experiences needs to be quick, efficient, and simple. You don't want to be spending hours trying to code a spin the wheel game on your website.

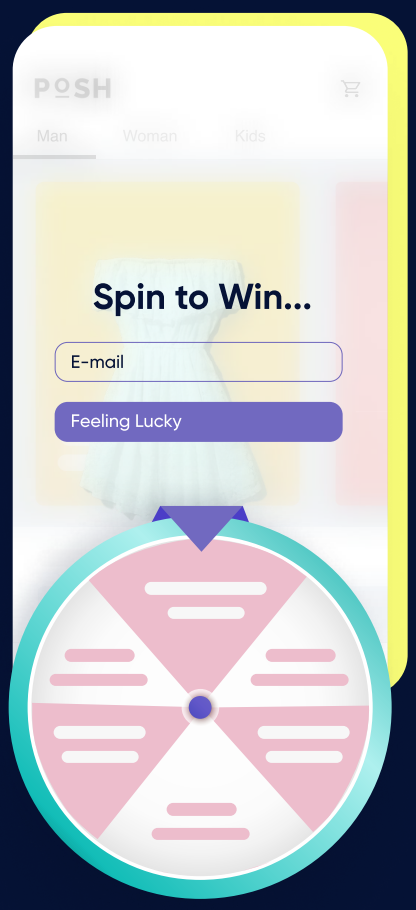
You need a tech stack that can keep up and do it for you...

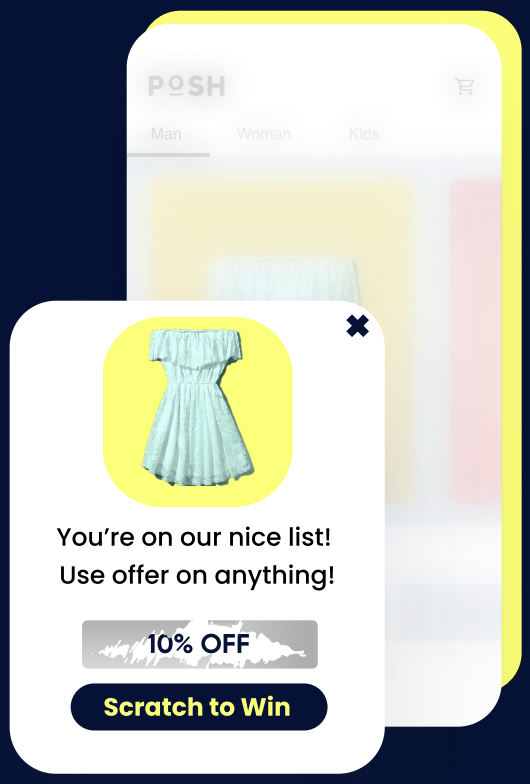
Introducing your very own immersive experience engine.

At Insider, gamification is built into the DNA of our platform. And we've worked with countless brands to help them introduce gamification to their customer journeys. Here are some examples of how:

The Wheel of Fortune template: This presents users with a game where they spin the wheel to win a prize—just like the old Wheel of Fortune game show. In exchange for the prize—which could be a discount, a free item, or a coupon code—you can ask them for their email address or other lead information.

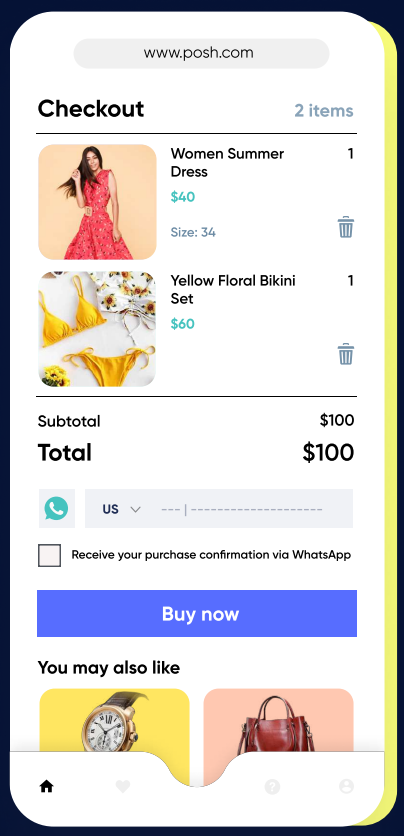
This is a great way to collect warm, engaged leads, or to deepen engagement with existing customers by rewarding their loyalty. And all you need to do is find the template, specify which platform you're using it on, and then adjust the settings and customize the content to suit your campaign.

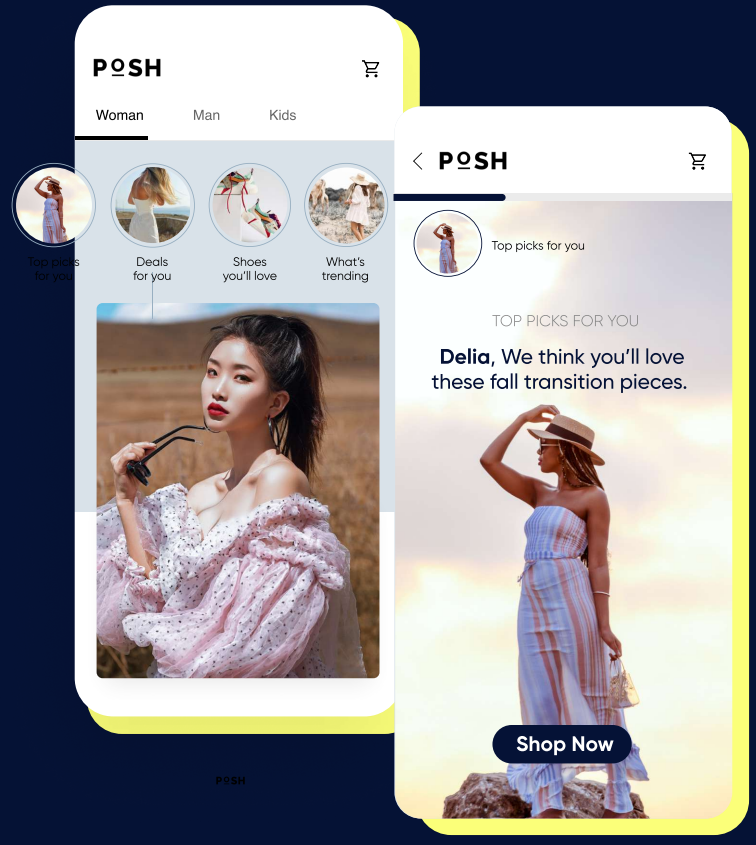




The Scratch Coupon template: Takes the simple idea of the traditional physical scratch card and makes it digital. A more fun way to offer discount coupon codes, with this template you can be up and running in minutes, sending out digital scratch cards for your customers.

The Pick a Gift for WhatsApp template: Allows you to ask users to enter their phone number in return for the chance to pick a gift. This can increase WhatsApp opt-in rates dramatically, while being another fun way to offer coupon codes to new users or to reward loyal customers.

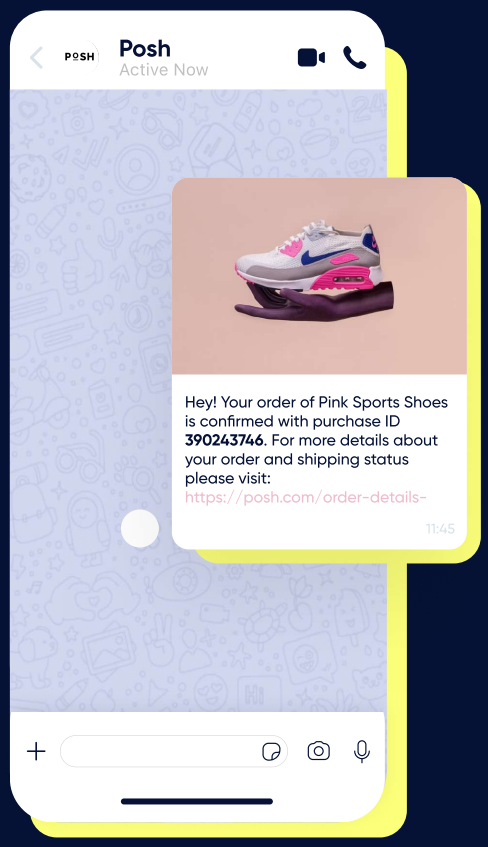




Creating immersive story-based experiences: Using our InStory drag-and-drop story builder enables you to create compelling content and product discovery experiences. From creating attractive thumbnails and clickable value-based titles, to adding timed elements, rich image or video-based backgrounds, to crafting CTAs that drive clicks, it's all there for you. The quick and intuitive interface makes story creation a dream.

Leveraging the conversational power of WhatsApp: Deliver web-style end-to-end buying experiences by leveraging the power of two-way conversational messaging.

Users can discover products and services, browse product catalogs, add items to their cart, and even complete purchases—all from within WhatsApp, without ever having to click through to a website or open another mobile app. A seamless, engaging experience customers love!



Insider's approach to creating truly engaging, personalized experiences empowers marketers to increase loyalty and boost average order value and customer lifetime value—all in just a few clicks.

Insider helps you create thoughtful, timely, immersive experiences your customers can't resist

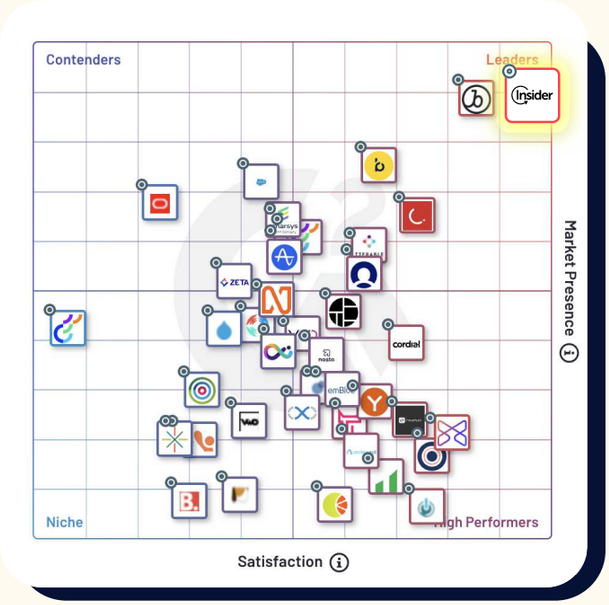
But don't just take our word for it...

G2 ranks Insider as first easiest-to-use platform for Personalization Software and Personalization Engines

Insider's platform also scored second easiest to use on G2 for eCommerce Personalization, Mobile Marketing, and Marketing Automation.

In total, Insider has outstanding scores in seven of G2's categories, based on independent reviews and rankings collected and verified by the website.

Read more



"The platform provides us with the ability to create highly targeted and personalized customer journeys based on their behavior, preferences, and interests. This has allowed us to engage with our customers in a more meaningful way and increase their loyalty to our brand."

– Loyalty Director and Insider client

Read the full review ⟶

"We have been able to send push notifications that are tailored to each customer's interests, leading to higher engagement rates. These two products together have helped us see a 14.5% increase in conversion rate."

– Head of Digital Marketing and Insider client

Read the full review ⟶

"Insider's web suite helped us implement different strategies like gamification, banner overlay, etc. to keep the customer engaged throughout their online buying journey."

– Insider client

Read the full review ⟶

"The gamified templates on Insider are a refreshing experience for us in the finance industry. We see how our user base has engaged better with us since we started teaching these elements into our customer experience, and it has been rewarding for us. We have achieved incremental conversions of up to 6% from using gamification provided by Insider."

– Insider client

Read the full review ⟶

★★★★★

"We have used gamification templates such as "wheel of fortune" or "Swipe" to significantly improve our lead generation strategies and increase user engagement. In only 4 months we have seen an 8.6x ROI and a 9.6% CR uplift with Insider."

– Insider client

Read the full review ⟶

Race 5. Engagement, engagement, engagement!

And so who is our Race 5 winner? What innovative brand has gone above and beyond to create fun and immersive customer experiences?

RACE 05 WINNER

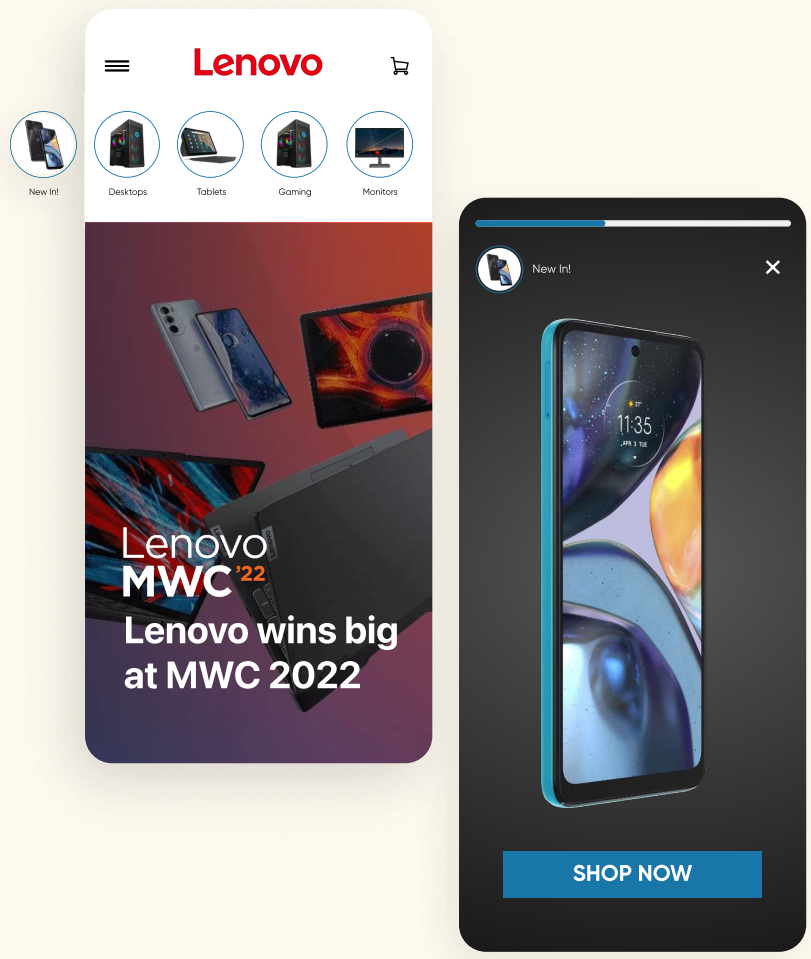
Lenovo

Achieving a 33% increase in CVR through spin the wheel

The consumer technology space is fiercely competitive, which led Lenovo to prioritize running gamification campaigns with the goal of engaging and incentivising users.

Insider's Wheel of Fortune gamification tool fit the bill perfectly. The wheel helps convert new web visitors into leads that Lenovo's marketers could then nurture into customers over time.

By deploying the wheel, Lenovo increased its conversion rate by more than 33%. The company plans to expand its use of the feature even further in the future. .



Well done to Lenovo for such an effective use of gamification to increase user engagement!

To win race 5, marketers must look at how to create fun, engaging, and immersive experiences that convert users into customers-and customers into passionate fans.

RACE 06

COMING SOON

Sign up for our Formula 1 series to be alerted of new content as soon as it drops! Race 6 will be heading your way soon...