



SUCCESS STORY

# Matahari achieves 356X ROI in four months with personalization

Personalization

Email

App Suite

**48%** increase in CTR

**356X** ROI in four months – online and offline revenue

**328%** increase in email open rate



Before partnering with Insider, we were struggling to transition our customers online. However, the expertise of the Insider team has been clear throughout our partnership. We have not only automated and streamlined processes that used to consume considerable time and effort for our marketing team, but also seen improvements in our email campaigns, notifications, and app interactions. This has enabled a smoother and more engaging user experience—it's improved the lives of everyone!"

Head of eCommerce Marketing  
**Matahari**

## Executive summary

Matahari, Indonesia's top fashion retailer, primarily relies on physical stores for revenue. To bridge the gap between offline and online, they teamed up with Insider with an aim to create consistent customer experiences across both in-store and online channels. Through personalized email and mobile strategies, along with Insider's customer journey tool, Architect, Matahari achieved an impressive 356X ROI in just four months.

## About Paper Mart

Founded in 1958, Matahari is one of Indonesia's largest and most recognized retail companies. It has become a major player in the Indonesian retail industry, with a strong presence in cities and towns across the country. Serving millions of Indonesians, Matahari provides a convenient shopping experience and has recently invested heavily in eCommerce and online shopping, allowing customers to shop conveniently from their homes.

Insider is trusted by 1,200+ leading brands

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## Enhancing email performance and engagement



### The challenge

Matahari wanted to ensure it was delivering relevant experiences to customers whether they shopped online or in-store. Though it was sending out high volumes of emails, they were generic and lacked personalization and relevancy, resulting in low open rates and poor engagement. Matahari customers have a unique Membership ID they can use in-store and online, but the company wasn't using this data to power its email campaigns.

### The solution

The Insider team suggested Matahari overhaul its email marketing strategy and build more personalized campaigns to improve engagement. By unifying online and offline customer data into Insider's CDP, they were able to implement precise segmentation and personalization strategies based on Membership ID data. This meant Matahari was able to deliver highly relevant content and offers to customers based on their behavior and purchasing history—wherever they shopped—ensuring a personalized experience that maximized engagement and improved open rates from 5-10% to 30%.



"We faced the challenge of low open rates due to sending a high volume of emails. Thanks to Insider's help with personalizing our email strategy, we were able to double our open rates and increase engagement. Personalization has also helped us to develop stronger relationships with our customers."

Senior Digital Marketer



## The results

# 328%

increase in email  
open rates

# Leveraging Insider's App Suite to drive mobile engagement

## The challenge

Matahari wanted to overhaul its Mobile App strategy to drive more revenue and increase online engagement. However, as a relatively new team, they didn't know where to start with creating engaging mobile experiences.

While they did have a push notification strategy for mobile, they recognized it was outdated and inefficient—and failing to deliver the results they wanted. These challenges were hindering Matahari's ability to engage effectively with its mobile app users.



## The solution

Insider worked with Matahari to face these issues head on, using Insider's App Suite along with other tools to revamp its mobile engagement strategies.

First, they introduced the "Love Carousel" push feature, which allowed the brand to send visually appealing carousel-style push notifications. This resulted in a significant increase in user engagement compared to traditional push notifications.

Next, the team conducted A/B testing within their App Push strategy. They compared push notifications that incorporated the recipient's name attributes against those with more generic messaging. This data-driven approach enabled the team to fine-tune messaging for optimal engagement based on real customer insights.

The adoption of Insider's App Suite was a game-changer. It provided Matahari with a suite of tools and features designed to enhance mobile engagement, including automated push notifications with rich visuals and the ability to create personalized app experiences based on user preferences. Thanks to Insider's intuitive platform, the team was able to quickly launch revenue-boosting campaigns, which significantly contributed to its 356X increase in revenue over a four month period.



By leveraging Insider's App Suite, we were able to revolutionize our mobile engagement strategy. With visually appealing app push notifications and automated triggers, we achieved higher user engagement and retention rates. The use of app segmentations allowed us to deliver personalized experiences to our app users, resulting in increased customer satisfaction and loyalty."

Senior Digital Marketer  
 **matahari**

## The results

# 356X

increase  
in revenue

# Boosting efficiency with automated customer journeys on Architect

## The challenge

Like many marketers, Matahari was overstretched and wanted to optimized its processes to reduce the time and effort taken to launch campaigns. Manual processes for building omnichannel customer experiences were taking up a lot of time, and the Matahari team urgently needed to streamline this to improve operational efficiency.



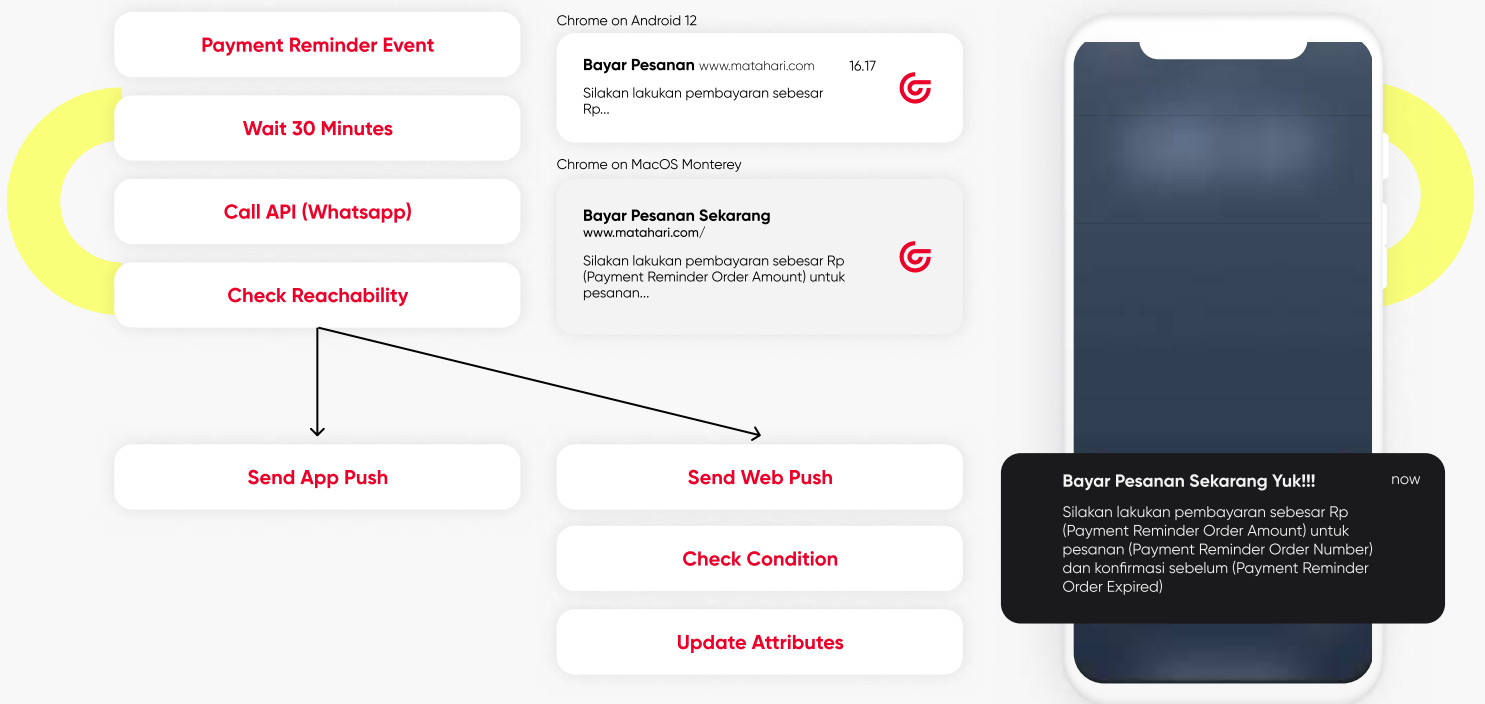
By leveraging Insider's Architect, we were able to streamline and automate critical customer journeys. The automation of first transactions, new member emails, and payment notifications has significantly improved our operational efficiency and customer experience. With the implementation of engagement segmentations and A/B testing, we achieved impressive revenue growth and enhanced customer engagement."

Senior Digital Marketer at Matahari



## The solution

The answer was Insider's AI-driven journey orchestration tool, Architect. Matahari introduced automated workflows for new members of its Membership program, ensuring a warm and engaging welcome. Architect also seamlessly integrated with communication channels, including the brand's mobile app, Web Push, and API, to send automated payment notifications. These AI-powered journeys enabled the team to optimize customer interactions, maximizing the efficiency and effectiveness of its engagement strategy.



The results

Increased efficiency

Removed manual effort for campaign creation



## Summary

Through a strategic partnership with Insider, Matahari went through a full digital transformation to enhance its online presence and customer engagement. By leveraging Insider's suite of solutions, including Web Push, Mobile Web Suite, App Suite, Architect, and Email, Matahari addressed the challenges of bringing offline customers to the online platform and creating a seamless omnichannel shopping experience to improve key metrics, drive revenue growth, and increase customer satisfaction"

Head of eCommerce Marketing



## Looking ahead

Looking ahead, Matahari is committed to providing the best omnichannel experience for its customers. As part of the team's future planning, Matahari is exploring the addition of WhatsApp to its tech stack to further enhance customer engagement by leveraging the world's most popular messaging app.

## 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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