

SUCCESS STORY

# How Miele boosted conversions by 68% in under a month using Insider's Smart Overlays

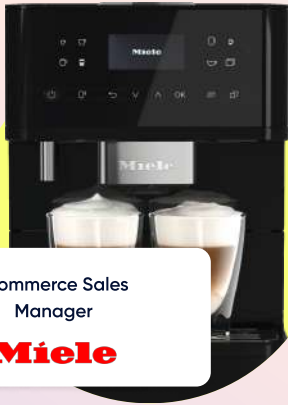


Personalization

Web Overlays

**68%** increase in conversions

**AOV** Increase in AOV



Training and setup for Insider was a breeze and their support team ensured we were set up from day one with a clear roadmap. A 68% increase in conversions in under a month is so unheard of that it took us by surprise."

## Executive summary

As Miele expanded its presence in Europe, the company wanted to increase brand trust and awareness and boost sales. A relevant, personalized customer experience was key to achieving this; familiar with Insider's vast capabilities and industry-leading solutions through industry peers, Miele turned to Insider to help boost its product sales.

## About Miele

Founded in 1899 in Gütersloh, Germany, Miele is a premium global brand for household and commercial appliances. The international brand remains family-owned, and now operates in 50 countries. The group employs around 23,300 people worldwide and still makes its appliances in Germany. With its slogan "immer besser" (which can be translated as "always better" or "always improving"), Miele is renowned for the award-winning quality and reliability of its products.

Trust by 1,200 global brands

SAMSUNG

GAP

L'ORÉAL

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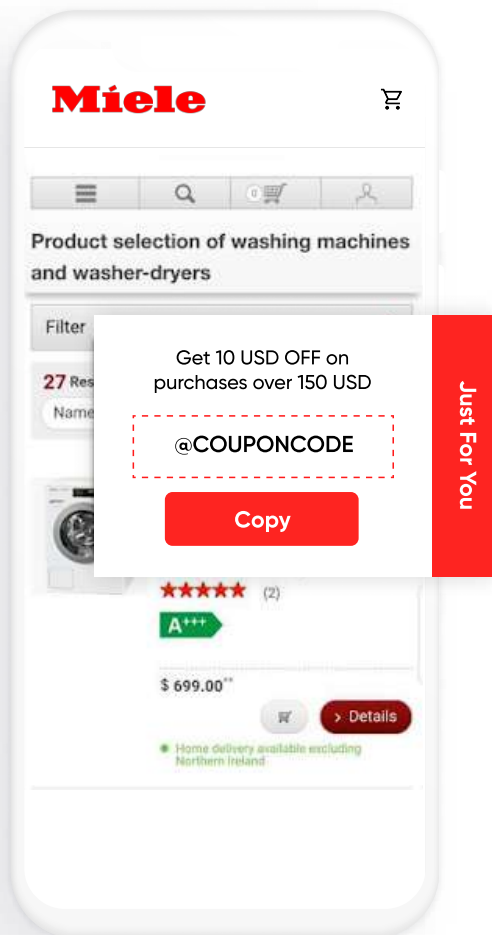
## USE CASE #1

# Creating Smart Overlays to increase conversions by 68% in just four weeks

## The challenge

Miele wanted to ensure its customers were making the most of its appliances. Sometimes, this required an additional product, designed to optimize the performance of the appliance. The marketing team knew that not promoting these additional products could lead to poor performance of the original appliance, resulting in bad reviews and harming their brand.

With this in mind, the company wanted to focus on incentivizing customers to purchase the additional products when expanding into new markets. However, the team understood the importance of suggesting tailored products based on purchasing and website behavior, rather than bombarding customers with irrelevant ones. The team was looking for a solution that offered data-driven product recommendation features.



## The solution

Insider suggested Smart Overlays, a small pop-up that appeared with a promo code for complementary products when visitors added particular appliances to their baskets. To encourage additional purchases, the promotion was only valid after a certain threshold that the customer had to hit.

With the discount code, customers could add their complementary product to the cart at a lower price and ensure their appliances were as efficient and effective as possible. Smart Overlays helped Miele boost its brand reputation as the products were now performing at their best, increasing positive reviews in new markets and driving more revenue.



As soon as we started using Insider, we were excited by the possibility to leverage the platform to improve our conversions and brand exposure, while providing stellar experiences to our customers and prospects."

ECommerce Sales Manager

**Miele**

## The results

# 68%

increase in conversions  
in less than one month

# AOV

Increase  
in AOV



## Summary

Miele noticed its attempt to expand into European markets was being affected by customers not buying the right products for its appliances. This was impacting appliance performance and brand reputation. Insider's Smart Overlays displayed relevant products and discounts, elevating customer experience and brand reputation, and generating a 68% increase in conversions in under one month.

## Looking ahead

Miele is confident they can continue to maintain this revenue, order value, and conversion rate growth after such a strong start. One way the company aims to do this is by expanding the channels it uses, including adding WhatsApp Commerce into the mix. WhatsApp Commerce is an end-to-end buying experience from within the app, which boosts product discovery and customer relationships by engaging customers on the world's number one messaging app.



### Favorite feature Smart Overlays

Miele's favorite feature is Smart Overlays, as this simple, quick-to-launch solution increased conversions of complementary products by 68%.

## 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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