

SUCCESS STORY

How Sapphire achieved 53X ROI and a 98% increase in AOV with AI-driven personalization

- Web Suite
- Banner Management
- Smart Popups



53X ROI

98% increase in AOV

244% increase in CVR



We placed Insider's customizable, personalized banners on our homepage to strategically highlight new launches and regional holiday promotions. The initiative resulted in a 98% increase in AOV and a 244% increase in CVR. It's completely transformed our marketing efforts."

Ecommerce Manager
SAPPHIRE

Executive summary

Sapphire wanted to customize its onsite experience to reflect the unique needs of each customer, without dev or IT support. By using Insider's templates to launch contextual, customizable banners across the homepage and implement a product recommendations pop-up, the fashion brand created more relevant customer experiences in less time. The launch achieved a 53X ROI, while also boosting conversions by 244% and increasing AOV by 98%.

About Sapphire

Sapphire is a leading Pakistani fashion retailer with over 42 stores and 5,000 employees. The brand is committed to providing high-quality products and exceptional customer experiences both in-store and online. Partnering with Insider has helped Sapphire scale by enabling large-scale personalization to reinforce its status as a leading regional retailer.

Trust by 1,200 global brands



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USE CASE #1

Engaging customers with relevant content to drive a 244% increase in CVR

The challenge

Sapphire was proud of its personal and approachable in-store customer experience but felt this wasn't being translated online. Generic offers and promos covered the website, with nothing customized to the user's location or contextual to the time of year.

The solution

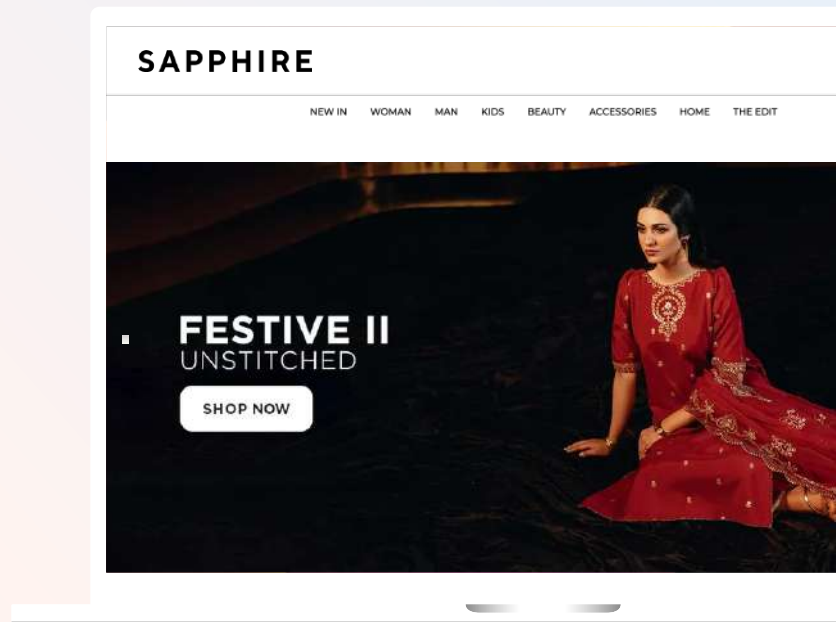
Sapphire launched Insider's ready-made, personalized banners across its homepage to create more relevant onsite experiences. The banners reflected new product launches and highlighted events and national holidays, including Valentine's Day and peak season campaigns, depending on the time of year and customer location. By leveraging Insider's easy-to-use banner templates, Sapphire could tailor and launch new homepage banners in the quickest time possible without needing to wait for IT



We couldn't believe how easy it was to launch onsite banners. Within six months, we saw unbelievable results, and Insider enables us to be in control of our campaigns thanks to the intuitive templates and easy banner management solution within its platform."

Head of Ecommerce

SAPPHIRE



The results

244%
increase in
conversions

93%
increase
in AOV

53x
ROI

USE CASE #2

Increasing product discovery with Smart Recommender

The challenge

With thousands of online products, Sapphire was struggling to help customers find the right products for them in the quickest time. Customers would regularly use the search bar and add products to their cart without browsing anything else, or bouncing from the site if the product was unavailable. Sapphire wanted to improve product discovery and awareness to help increase AOV by encouraging customers to discover other relevant products that they may not have previously seen.

The solution

Insider suggested using Smart Recommender to improve product discovery. The Smart Recommender widget was visible on every product page and showcased additional relevant items that aligned with the customers' interests.

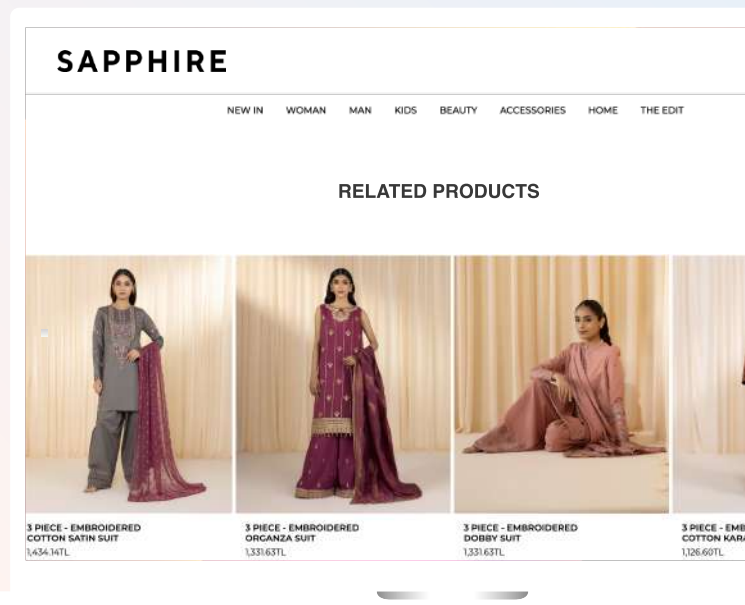
This strategy streamlined the browsing experience, offering a glimpse into the diverse range of similar products available. Instead of navigating through thousands of results in a manual search, customers could easily explore related products via the widget. This not only prevented choice overload but also guided users toward the most popular products in each category.



We needed to improve product discovery without overwhelming customers, and Insider had the exact solution we needed. We've now increased CVR and AOV, and are seeing more varied customer purchasing habits. With related product recommendations, our users are gaining so much more from our website."

Head of Ecommerce

SAPPHIRE



The results

12x

ROI via Smart
Recommender



Summary

We thought customizing our onsite experience would take months and a lot of effort and resources. We'd been putting it off for this reason, but Insider has made it so easy. We can launch new banners within minutes, and our product recommendations are automatically customized based on popularity. Insider's taken everything off our hands, so we can concentrate on supporting our customers."

Head of Ecommerce
SAPPHIRE

Looking ahead

Sapphire is looking to incorporate more channels into its marketing strategy, including Email and SMS with Insider's omnichannel journey platform, Architect.



Favorite feature Smart Recommender

Sapphire's favorite feature is Smart Recommender, which helped Sapphire improve product discovery and increase AOV.

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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