

SUCCESS STORY

# How Coca-Cola increased CVR by 19% in one month using Insider's onsite personalization features, InStory and Social Proof



- InStory
- Social Proof
- Personalization

**12%** increase in CVR in one month via Social Proof

**19%** increase in CVR [via Coupon Overlays]

**29%** decrease in bounce rate [via InStory]



Manager of Digital Channels at Coca-Cola



Our experience with Insider has been outstanding from the beginning. It has allowed us to work with a team that is constantly concerned with bringing us new ideas to improve the performance of our site. They're always there to help us optimize our campaigns and teach us how to use Insider's tools to help us become independent and scale our expertise and growth."

## Executive summary

Coca-Cola was looking for new ways to engage and convert its customers and increase conversions. By using a combination of Insider's onsite personalization capabilities—such as Overlays, InStory, and Social Proof—Coca-Cola was able to increase its conversion rate by up to 19% in just one month.

## About Coca Cola

Coca-Cola Embonor S.A. is a Chilean company that produces and distributes beverages from The Coca-Cola Company. It's responsible for 37% of Coca-Cola's total sales in Chile and almost all sales in Bolivia. Founded in 1962, Coca-Cola (Chile) boasts annual incomes upwards of \$800 million and employs over 4,000 people.

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## USE CASE #1

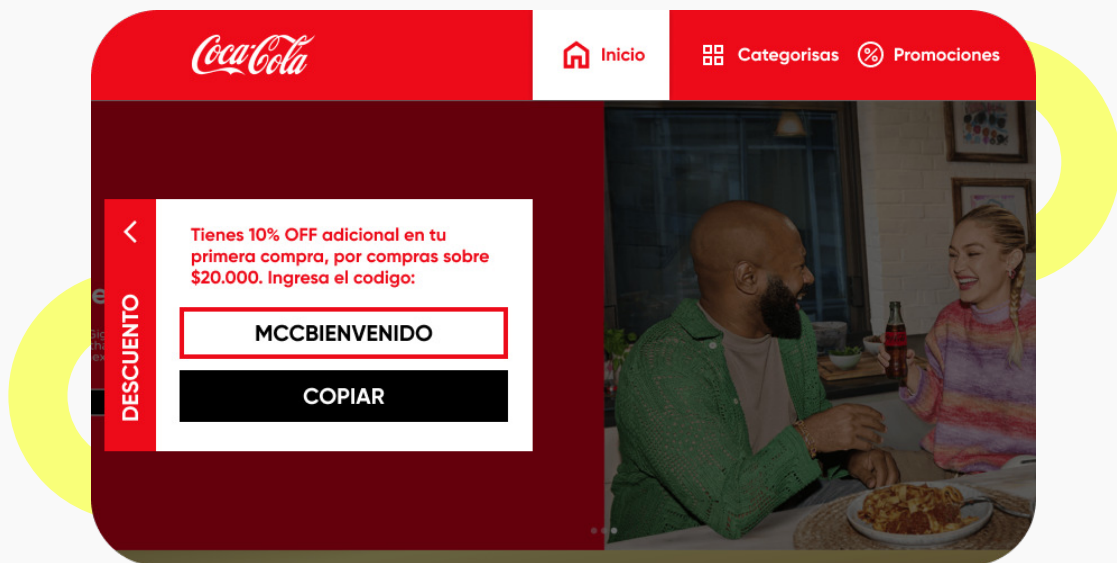
# Increasing CVR by 19% with onsite personalization

## The challenge

Coca-Cola wanted to improve its conversion rate and drive more sales on its website. Looking at website analytics, it noticed many people visiting the site, but not making a purchase. It was looking for an engaging way to encourage more users to convert.

## The solution

Insider's growth experts recommended adding a Coupon Code overlay to the website to encourage customers to make a purchase with a discount.



## The results

# 19% increase

in CVR within three months  
[via Coupon Codes]

Trust by 1,200 global brands

SAMSUNG

GAP

L'ORÉAL

Santander

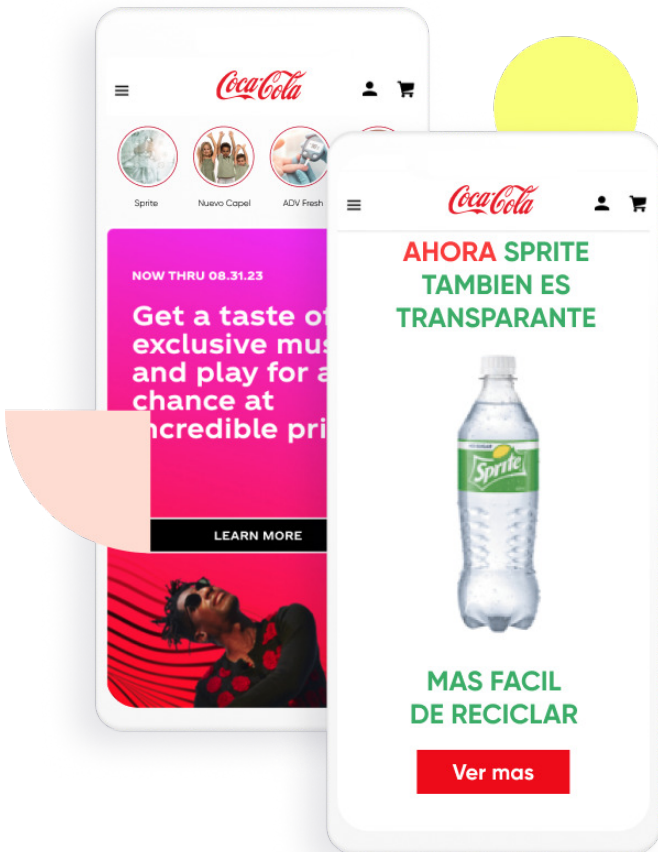
Virgin

TOYOTA

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## USE CASE #2

# Building immersive product discovery experiences with InStory



## The challenge

Connecting with busy audiences with short attention spans is challenging for any business. Coca-Cola wanted to spice up its campaigns and product launches to capture user interest with more immersive messaging and experiences.

## The solution

Insider recommended InStory, a storytelling feature for increasing product discovery through a fun, snackable format similar to those found on social media.

The rich visual experience of InStory helped Coca-Cola increase the impact of new products and sales campaigns by engaging users with full-screen product experiences on mobile. Using Insider's customer data platform, they use advanced segmentation to target product experiences to users based on their previous browsing history and intent.

## The results

**29%**

decrease in  
bounce rate

**1000**

clicks in  
three months

## USE CASE #3

# Increasing CVR by 12% with Social Proof

## The challenge

Coca-Cola was looking for more intuitive ways to increase the conversion rate on its website through innovative customer engagement tactics.

## The solution

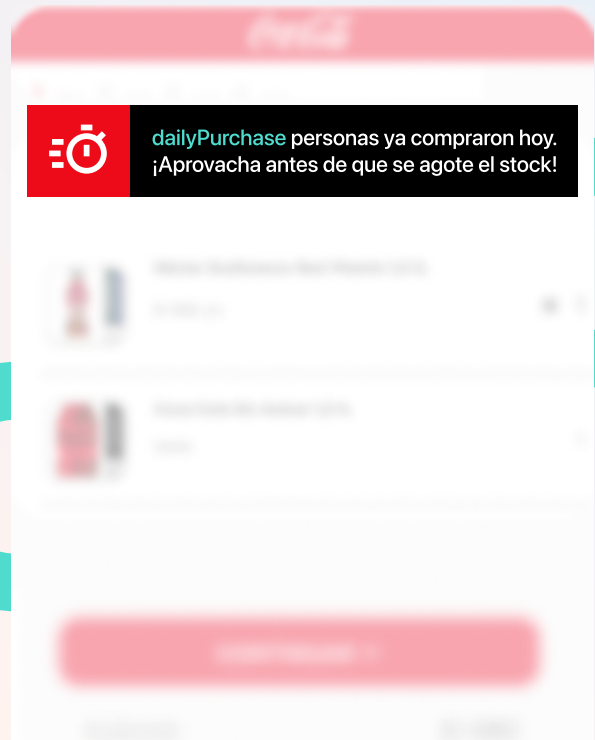
Insider's growth experts recommended adding Social Proof to Coca-Cola's product pages. By displaying a pattern of activity among peers, it could use 'herd mentality' to coax new users into purchasing.

Coca-Cola decided to A/B test Social Proof to see which proof point impacted customers the most. It tested showing the count of product views vs. products purchased in the last 24 hours. It found purchase proof points were more compelling than views.



We're delighted with the results of this campaign, and the teamwork we've built with Insider. We're excited to do more."

Manager of Digital Channels at  
Coca-Cola



## The results

# 12%

increase in CVR in one month  
[via Social Proof]



## Summary

Using a combination of Insider's onsite personalization tools, the team at Coca-Cola was able to vastly improve the engagement on its website to see incredible results.

## Looking ahead

Coca-Cola is now exploring Insider's dynamic AI-backed segmentation capabilities to improve personalization and deliver seamless customer experiences. It's also exploring Architect, Insider's cross-channel customer journey builder, to better understand which combination of channels and messaging will have the best impact on conversions.



Favorite feature

## Social Proof

Coca-Cola's favorite feature is Social Proof which helped improve conversion rates by 12% within one month.

## 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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