

SUCCESS STORY

How GAIA increased conversions by 166% with hyper-personalized omnichannel journeys



Architect

CDP

Next Best Channel

166% increase in CVR (via Smart Recommender)

100% increase in CVR (via personalized coupon management)

114% increase in CTR



We were experiencing rapid growth, making it a pivotal year for our company. Our ability to keep pace with this growth and our acquisition investment was made possible with Insider's assistance."

Customer Journey Lead at Gaia

GAIA

Executive summary

GAIA was looking for a marketing platform to help reach its customers with relevant, contextual content and messaging. The home goods retailer had been experiencing rapid growth, so it was important the platform could scale at the same pace. The partnership with Insider enabled GAIA to better understand its customers thanks to a 360-degree view within Insider's Customer Data Platform (CDP).

This enabled the brand to build data-driven, personalized experiences tailored to each customer's preferences. The personalized cross-channel customer journeys resulted in a huge **166%** increase in conversions.

About GAIA

GAIA is one of Mexico's most successful startups having earned itself a spot in the prestigious Top 100 Most Important Startups in Mexico, 2023 by Forbes Mexico and Rockstart.

Specializing in designing furniture and accessories tailored to individual lifestyles, GAIA's main revenue stream is online sales. The retailer needed a marketing platform that could reflect its reputation for bespoke, personalized products in its customer experiences.

Trust by 1,200 global brands

SAMSUNG

GAP

L'ORÉAL

Santander

Virgin

TOYOTA

MAC

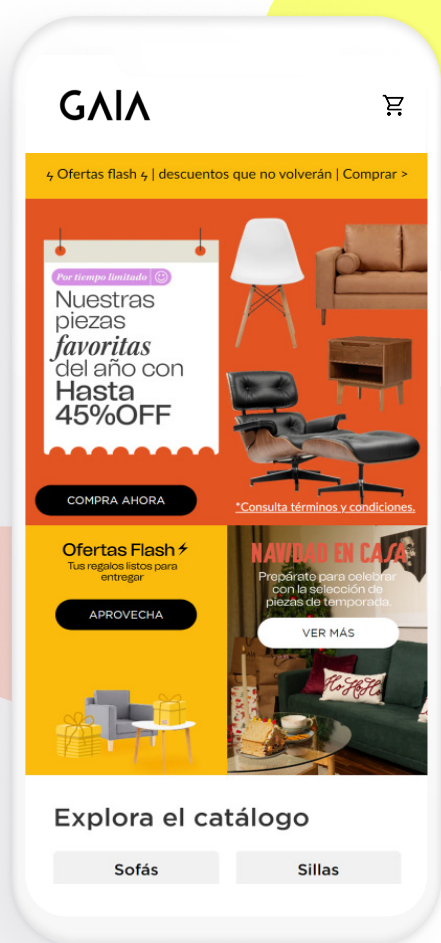
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Why Insider?

Many of GAIA's founders and stakeholders had partnered with Insider in previous positions and seen first-hand the impact the platform had on marketing performance. When searching for a marketing platform, the team researched other competitors but found that Insider remained the best platform for its price and advanced personalization capabilities. GAIA has been an Insider partner since 2020.

USE CASE #1

Doubling conversion rates and protecting profit margins with Architect



The challenge

GAIA prides itself on recognizing that every person and every home is different—but its marketing efforts weren't personalized to reflect this. The team wanted to gain a holistic view of each customer to tailor journeys, content, and offers based on individual behaviors and needs. GAIA also wanted to be more purposeful about how and where it was contacting its customers—there was no point in sending bulk emails to customers with a 0% open rate.

The solution

Insider worked with GAIA to unify its customer data into a single platform to gain a 360-degree view of each customer. The team then used this to build more precise segmentation and relevant journeys by identifying where each customer was in their lifecycle. GAIA then distributed coupons to customers based on their AOV, providing greater discounts for higher AOV to protect profit margins.

GAIA used Insider's AI-powered Next Best Channel feature to ensure discounts reached customers on their preferred channel. Next Best Channel uses customer data to predetermine the next channel to send a message on, avoiding indiscriminate spending across all channels and increasing the likelihood of engagement. GAIA's data-driven, personalized marketing strategy **doubled conversions** and increased click-through rates by a huge **114%**.

The results

100%

increase in CVR

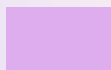
114%

increase in CTR



Powering our journeys with customer data has enabled us to connect with customers on a whole new level. As a business, we pride ourselves on understanding how deeply personal a person's home is to them, and now we can carry this into our marketing efforts with only the most relevant, personalized notifications for every customer."

Customer Journey Lead at Gaia



USE CASE #2

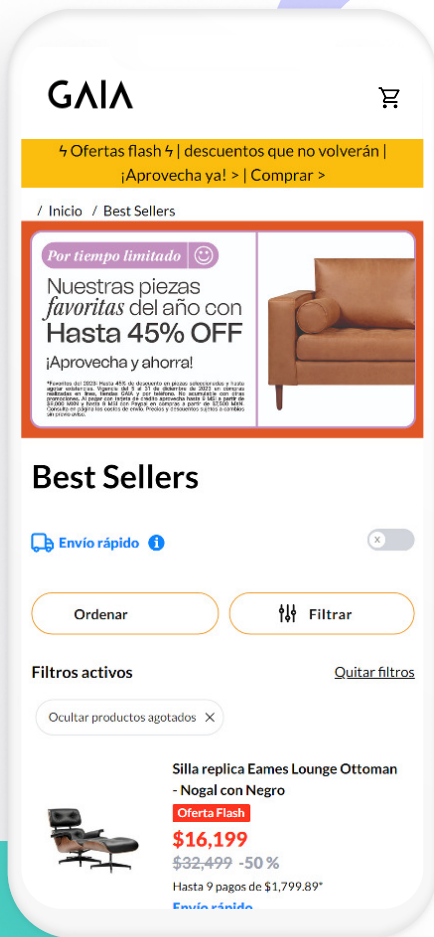
Boosting product discovery across WhatsApp and Email with data-driven recommendations

The challenge

Once GAIA had built out its journeys, the retail startup knew that it needed to go beyond favorite channels and dig deeper into its customer purchasing behavior. By building 360-degree views of each customer, the retailer could then launch hyper-personalized journeys with relevant product recommendations to increase the chances of conversion.

The solution

Insider recommended using its data platform to track the products customers were viewing and adding to their carts. By using AI-powered algorithms such as Likelihood to Purchase, GAIA then sent contextual notifications about products it knew the customer was interested in. The relevancy of these product recommendations encouraged more customers to convert, helping boost conversion rates by 166%.



We didn't realize how much of an impact product recommendations would have. A **166% increase in conversions** is incredible— we have Insider to thank for our huge success this year."

Customer Journey Lead at Gaia

GAIA

The results

166%

increase in CVR



Summary

“Insider’s assistance was essential for us to manage our rapid growth efficiently, simultaneously saving time and budget while enhancing our key metrics. The close collaboration with the Insider team on product development and Gaia strategies was equally vital for our success, and I believe the combination of support and platform was the key to our incredible results.”

— Customer Journey Lead at Gaia

Looking ahead

GAIA is interested in maximizing productivity with Insider’s Sirius AI. Sirius AI™’s generative, predictive, and conversational AI features help make marketers 30 times more productive. The team is keen to leverage its capabilities within Architect to boost journey orchestration and free up time to work on other high-impact marketing strategies.



Favorite feature **Likelihood to Purchase**

GAIA’s standout feature is the Likelihood to Purchase trigger. By only targeting those most likely to purchase, the team protected profit margins and avoided blanket discounts.

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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