



## SUCCESS STORY

# How Guardian increased CVR by 165% through Insider's Web Suite and dynamically personalized emails

Lead Collection

Architect

Web Suite

**165%** increase in CVR via Email

**59%** decrease in bounce rate

**12%** increase in CVR via Web Suite



We needed to deliver high-quality, tailored customer experiences to reflect our brand. Not only did Insider enable us to deliver this, but we also found the platform intuitive and user-friendly. We could launch campaigns in no time and start seeing conversions almost immediately."

Ecommerce Manager



## Executive summary

Guardian's poor onsite experience was impacting its conversion rates. The brand partnered with Insider to power personalized cross-channel experiences across Web and Email based on its customers' previous browsing history, actions, and online behavior. By tailoring its campaigns and onsite experiences, the retail brand saw a 25% increase in add-to-cart rates, a 59% decrease in bounce rates, and a 165% increase in conversions via personalized emails.

## About Guardian

Guardian is a health and beauty retailer belonging to one of the leading retailers in Asia, DFI Retail Group. Guardian has more than 120 health and beauty stores and is sold in convenience stores and supermarkets. Entering Vietnam in September 2011, Guardian is proud to provide high-quality and trustworthy health and beauty products to millions of Vietnamese customers.

Trust by 1,200 global brands

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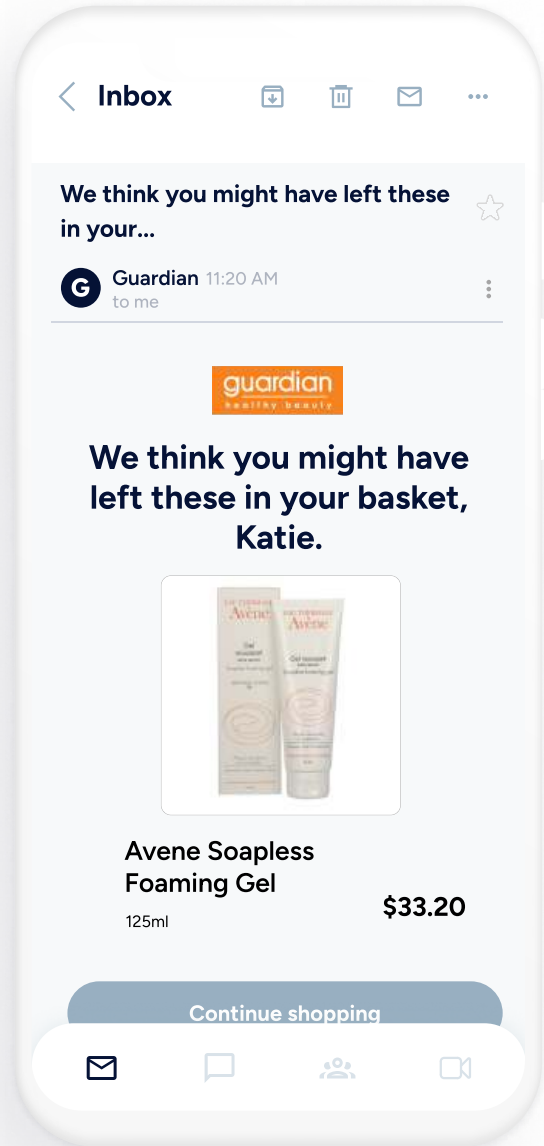
# Building data-driven customer journeys to achieve a 165% increase in CVR

## The challenge

Guardian's website had a high drop-off and cart abandonment rate, with many customers never completing their order. Guardian was looking for an innovative, data-driven solution to encourage customers to return and complete their purchase.

## The solution

By unifying all customer data within Insider's CDP, Guardian was able to leverage information about abandoned carts to send highly personalized re-engagement emails. Using Architect, Insider's cross-channel orchestration tool, Guardian targeted shoppers who had left the site without checking out. The team sent AI-powered reminder emails about the products left in their cart, encouraging them to return and complete their purchase—sometimes with a personalized discount to entice them back.



Insider's Architect helped us re-engage our audience easily with products that we know they'd be interested in based on their browsing history. Because the emails were hyper-relevant to the customer, we were able to achieve a 71.5% open rate and a 165% increase in CVR from the cart abandonment campaign alone."

Ecommerce Manager



## The results

71.5%

open rate

165%

increase in CVR

59%

decrease in bounce rate

## USE CASE #2

# Personalizing the onsite customer experience to achieve a 12.1% increase in CVR

## The challenge

Guardian was struggling to deliver a personalized experience to all its customers, negatively impacting conversion rates. It needed to build eCommerce experiences relevant to each customer to help encourage sales and build stronger brand loyalty.

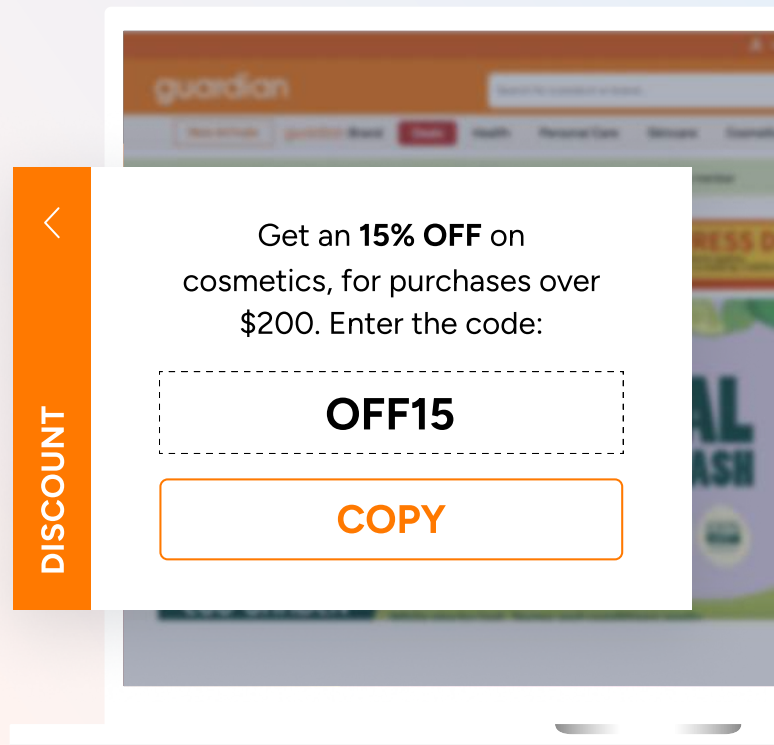
## The solution

With Insider's Web Suite, Guardian was able to deliver personalized coupons and messages to its audience based on their previous browsing history, actions, and online behavior. By tailoring each online experience and discount code based on products the user had previously expressed interest in, customers were more likely to convert because the experience was now relevant to them.



Insider's Web Suite helped us target our audience with products we knew they'd be interested in to deliver a seamless customer experience. Insider's CDP is a powerful tool for unifying customer data, but what makes it even better is that it makes the data easily actionable. This means we can launch personalized onsite campaigns quickly and efficiently, which has helped improve our conversion rates by 12.1% already."

Ecommerce Manager



## The results

**12.1%**  
increase  
in CVR

**25.5%**  
increase in  
add-to-cart



## Summary

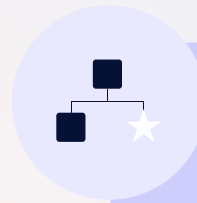
Our goals were ambitious, but the Insider platform enabled us not just to achieve them but exceed them. Insider's CDP was instrumental in our success, and we now consistently deliver personalized customer experiences powered by 360-degree customer profiles."

### Ecommerce Manager



## Looking ahead

Guardian is now looking to improve its customer experience by analyzing and taking a more strategic approach to customer journey building. As part of this, the retailer is looking to expand its omnichannel strategy with Insider to include more channels, including WhatsApp and SMS. It is also looking to optimize its mobile app with Insider's set of advanced App tools.



## Favorite feature Architect

Guardian loves Architect for its ability to send AI-powered, relevant product reminders to abandoning shoppers to encourage them to return and purchase.

## 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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