Insider × hunkemöller

SUCCESS STORY

How Insider's Social Proof tool increased Hunkemöller's conversions by 20% in just one month

A/B testing   Social Proof

20% increase in CVR on desktop | **13%** increase in CVR on mobile | **18%** increase in opt-ins from Web Push

"

We were amazed when we saw the results, especially within just a month's time. A 20% increase in conversions on the desktop website using only Social Proof is truly remarkable."

ECommerce Manager at Hunkemöller

hunkemöller

Executive summary

For Hunkemöller, its lingerie products are all about helping customers feel and look good, they believed helping women find what other women were loving would achieve this while increasing the conversion rates on its website and driving purchases. Hunkemöller worked closely with Insider, using Social Proof to showcase which products were selling fastest, demonstrating that other women around the world were also wearing those items of clothing and feeling their best selves. Displaying social proof resulted in a 20% increase in conversions on desktop and a 13% ~~e~~ in mobile conversions in one month.

About Hunkemöller

Founded in Amsterdam in 1886 as a specialist corset shop, today Hunkemöller is Europe's fastest-growing lingerie brand, with state-of-the-art webshops and over 900 stores acting as digital hubs. The company has over 7,400 employees and operates in 19 countries, being the market leader in the Netherlands, Belgium, Denmark, and Germany. The company aims to appeal to all women irrespective of age, culture, body shape, taste, or budget.

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Why Insider?

Hunkemöller has always believed in the importance of an innovative culture. It was looking to partner with another industry-leading company that could power new types of campaigns, connect with customers on a more personal and emotional level, and increase customer engagement and loyalty over time. The lingerie brand's marketing team was impressed by Insider's huge range of features, and also found Insider's retail and eCommerce expertise reassuring, as they knew the Insider team would understand their challenges and priorities.

USE CASE #1

Boosting conversions by 20% using Social Proof and A/B testing
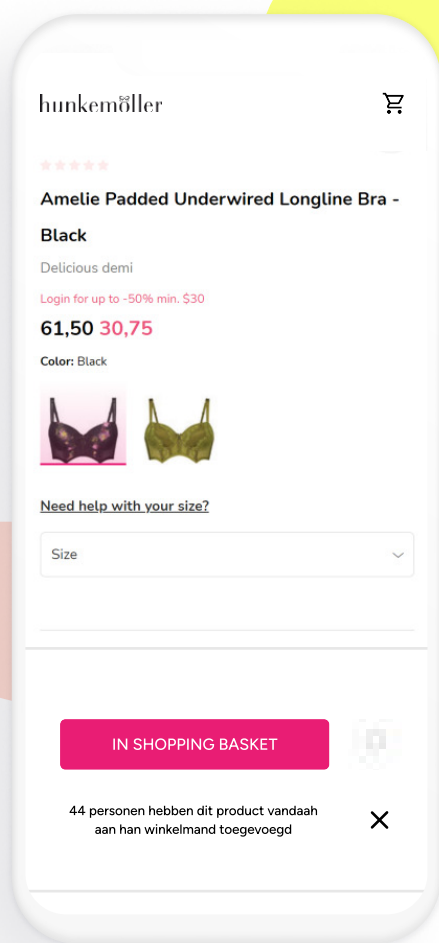
The challenge

Hunkemöller wanted to increase website conversions and decrease bounce rates. However, the eCommerce team didn't want to risk spending a lot of time launching expensive, timely campaigns that were ineffective. They needed a solution that could drive conversions while at the same time testing out what customers engaged with most to achieve stronger conversion rates.

The solution

The Insider team recommended adding Social Proof to the Hunkemöller site on desktop and mobile. On specific product pages, the Social Proof displayed how many customers had bought that product, giving visitors a sense of urgency to purchase based on their peers' behavior. Insider's customizable templates enabled the company to customize the Social Proof widget with its own branding in just minutes, without the need for dev or IT teams.

To optimize the campaign and ensure it was cost-effective, Hunkemöller used Insider's A/B testing solution, with 50% of site visitors being shown Social Proof scenarios and 50% not. There was a clear winner—within the first month of A/B testing Social Proof, Hunkemöller saw a **20% increase** in conversions on desktop and a **13% increase** in conversion on mobile.

Not only did Hunkemöller hit its own business goals, but the campaign built loyalty with customers who discovered they could rely on Hunkemöller to serve them with the best, feel-good products.

The results

20%
increase in CVR online

13%
increase in CVR on mobile

"

A **20% increase** in conversions on desktop web using only Social Proof is truly remarkable. We also loved that Insider's Social Proof campaigns are customizable—which enabled us to personalize it to our brand requirements."

**ECommerce Manager at Hunkemöller**

hunkemöller

Boosting customer engagement with an 18% increase in Web Push opt-in

The challenge

Hunkemöller wanted to test out Web Push notifications as a new marketing channel. The brand was seeing successful campaigns across other channels, such as email or SMS, but knew that there were still limitations due to delivery delays and lower engagement rates. Hunkemöller wanted to add another real-time notification touchpoint for customers who weren't on their website—the team decided on Web Push.

The solution

Insider recommended deploying Web Push campaigns across ten of Hunkemöller's key markets to see how the new channel performed The primary objective was to increase user engagement and boost opt-in rates. Across these ten markets, Hunkemöller achieved opt-in rates of 17%-18%, demonstrating that its audience was engaging with a new communication channel.

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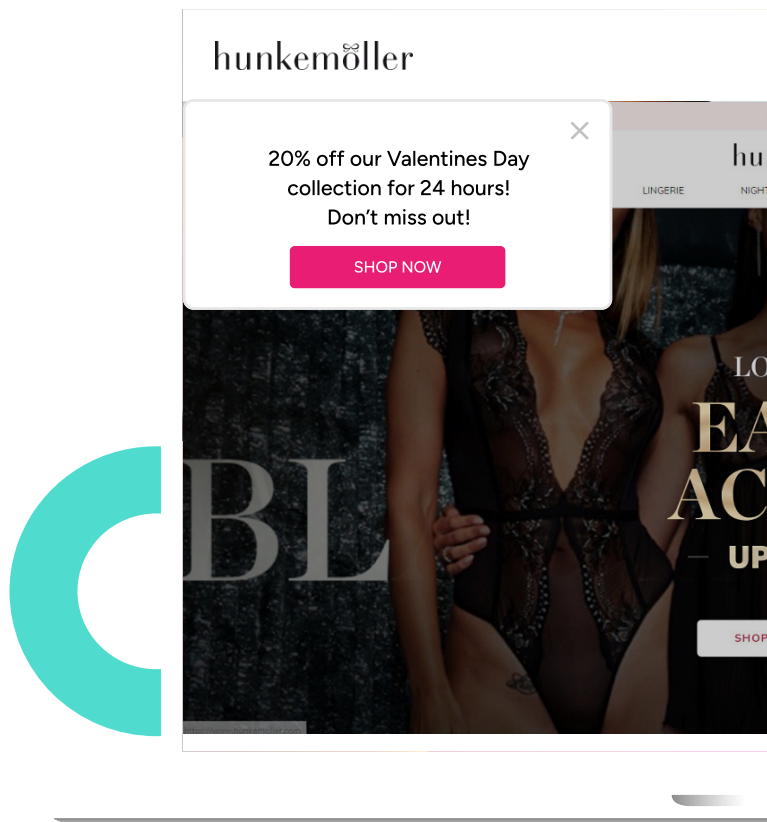
> "
> When you see new things enter the market, you want to push yourself intellectually. Web Push is a new channel for us and yet the opt-ins are really huge, which tells us this is definitely a channel that our consumers are ready for."

ECommerce Manager at Hunkemöller

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The results

18%

increase in opt-in
rates for Web Push

Summary

"When we were introduced to Insider's Social Proof technology, it sounded like we found what we were looking for. However, we had our doubts about how effective it might be. We were delighted when we saw the results and all this in just a month's time. A **20% increase in conversions** on the desktop web using only Social Proof is truly remarkable. We also loved that Insider's Social Proof campaigns are customizable—which enabled us to personalize it to our brand requirements."

— ECommerce Manager at Hunkemöller

Looking ahead

With a marketing team that prides itself on innovation, Hunkemöller is keen to incorporate more channels and features into its marketing mix, with a view to seamlessly connect the offline and online customer experience. From successfully starting with Social Proof, A/B Testing, and Web Push Notifications, the company will now look to incorporate more channels such as Ads, WhatsApp, and SMS.

♥ 99

Favorite feature
Social Proof

Hunkemöller's favorite feature of Insider is Social Proof. Not only has it proven so effective in such a short time, but it also proved Insider's dedication to optimizing and driving innovation with new ideas and suggestions to improve the onsite customer experience.

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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