



## SUCCESS STORY

# How Oliz increased app reviews by 75% to boost app downloads and achieve ROI



- App
- Templates
- Customer Data Platform

**60%** increase in Play Store ratings

**75%** increase in App Store ratings

**Increase** in app downloads



From our initial talks with Insider to launching our latest reviews campaign, the whole process has been incredibly efficient. The increase in ratings completely transformed our brand recognition and we've seen huge ROI thanks to the positive boost in ratings and downloads."

Business Development Brand Communication Specialist at Oliz



## Executive summary

Oliz is a post-purchase customer support app for household appliance retailers, Arçelik and Beko. Setting up and learning a new appliance can be a lengthy and confusing process for customers. To avoid long phone wait times for Arçelik and Beko's customers, the retailers partnered with Oliz to provide customers with quick and easy post-purchase support.

However, low download rates and negative reviews for the app were harming Oliz's ties with the retailers. Customers often hesitated to make purchases because of perceived poor support on the app. Oliz knew it needed to improve app ratings to encourage more customers to buy products from Arçelik and Beko.

Oliz used Insider's customizable in-app templates to quickly launch a campaign to boost ratings, encouraging positive reviews and more 5-star ratings. The result increased ratings, app downloads, and overall conversions as prospective customers could now be confident in their post-purchase, in-app support.

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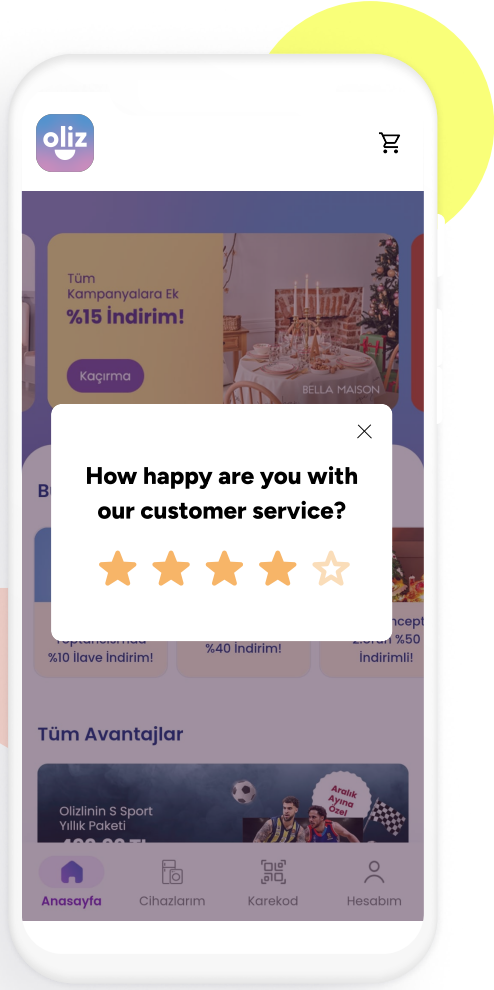
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# Increasing app downloads and positive reviews with customizable in-app templates to boost ROI



## The challenge

As with all ratings and reviews, the loudest customers are often those with a negative experience. Despite thousands of happy customers, no efforts had been made to capture positive ratings, meaning Oliz had a poor reputation. Low app ratings and download rates meant prospective customers didn't trust the post-purchase support from Arçelik and Beko, which was impacting conversions. Oliz needed a quick, easy way to encourage more App Store and Play Store ratings, with minimal clicks to action and effort required from customers.

## The solution

Insider recommended using its customizable in-app templates to grab app users' attention and boost ratings. Oliz launched an in-app survey for app users to rate their experience with the app. App users who rated 4 or 5 stars, were then segmented, directed to the app store in real-time, and encouraged to leave a positive review. Customers who gave lower ratings had feedback incorporated into the product roadmap to help improve the app.

As the survey template was pre-built and easily customizable, Oliz was able to see results immediately. Since launching, ratings have increased by up to **75%** across app stores, which led to more app downloads and a stronger ROI.



Setting up the template was so quick, and the impact was almost immediate. We didn't want to send out a blast to every customer, but by targeting our most satisfied customers with Insider's segmentation capabilities within its CDP, we were able to launch a campaign that boosted our ratings by a huge 75%. We're now supporting more customers than ever, thanks to an increase in app downloads thanks to positive reviews and ratings."

**Business Development Brand Communication Specialist at Oliz**



**The results**

**Increase**  
in downloads

**60%**  
increase in Play  
Store ratings

**75%**  
increase in App  
Store ratings



## Summary

“Insider has had a huge impact on our business. We were struggling to see any customer ratings and reviews—and the ones we did receive were incredibly low. Negative reviews are always the loudest, but this campaign has completely transformed our ratings and downloads. The 75% increase in ratings is far beyond what we thought we could achieve, and our downloads have increased as a result of it, ultimately improving our bottom line.”

— *Business Development Brand Communication Specialist at Oliz*

## Looking ahead

Oliz is now looking to further expand positive ratings and app downloads. With timely, data-driven reminders and notifications, Oliz will use Insider’s App Push to increase usage and downloads further.



## Favorite feature Segmentation

Oliz’s favorite feature is Insider’s advanced segmentation. The company’s ability to dissect its audience and push specific goals amongst loyal customers increased the app’s positive ratings and reviews.

## 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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[useinsider.com](https://useinsider.com) | [info@useinsider.com](mailto:info@useinsider.com)